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MAD

JUNE 2003

NUMBER 430

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MARK STUTZMAN

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More people would think for themselves if someone just told them to!



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A MATCH MADE IN MAD

In Mad #411, you honored my request for the location of the lovely Talana from "MAD's Photo Personals Gallery" issue #407. Well, not long after that, I found her and it was love at first sight. We frolicked in the park all day by her bench and played volleyball and danced all night. On Christmas Eve, I asked her to marry me. She said yes and since you told me to invite you to the wedding, I am. I haven't forgotten the Usual Gang of Idiots.

You are cordially invited
to the wedding of
Frank Galante & Talana Sanders
next to the third bench on the left,
right next to the intersection of
23rd Street and Madison Avenue.



The reception immediately following will be held at the outbound entrance to the Lincoln Tunnel.

We will feast on scraps from the best dumpster in town. Talana will be dressed in her best, so don't miss it! I hope to see you guys there!

Frank Galante, Lincoln Park, NJ

Yo Gi! — It all sounds lovely and nice, but are you sure the halfway house will give you a day pass? By the way, we're going to go out on a limb here and guess that you and your future bride are registered at Odd Lot. See you at the wedding! —Ed.

MAD ROOTS

I have a couple of questions for you. Does Alfred E. Neuman have any parents or did he just pop out of some hole in the ground? If he does have any parents, what are their names? And where are they? Are they spokesmen for other, higher-quality magazines such as *The National Enquirer*?

Jake Hanft, San Francisco, CA

Jake the Snake — You know, we could ask the same questions about U.N. Weapons Inspector Hans Blix! Thanks for writing! —Ed.



THE SCHMUCKS STOP HERE

I have come to notice that in MAD, you frequently use the word "schmuck." What kind of a word is this exactly, meaning, where is it derived from? My friend said it may be Yiddish, but I am unsure.

Babak Enayati, Paramus, NJ

Babs — We're not sure of its origins either. But we are sure of exactly what it means — look in the mirror! —Ed.

YO YO YOGA

In "Yoga Positions That Occur In Daily Life" (MAD #426), the real life equivalent to the Swan Pose is displayed as a man "kissing American soil after returning from Afghanistan/Israel/Pakistan/France."

THE YOGA POSITION



THE REAL LIFE EQUIVALENT



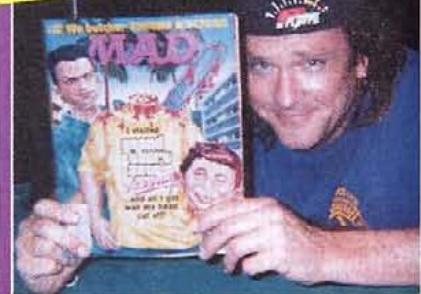
Kissing American soil after returning from Afghanistan/Israel/Pakistan/France

While the equivalency is duly accurate, the drawing provided is not complete. An additional drawing of an individual standing behind the man, brandishing a dangerous weapon, is required. The second drawing should also make it clear that this second person is a mugger fully intending to demand from the man all of the valuables he is carrying at the threat of being badly beaten or killed if he does not comply.

Melvyn Millman, Jerusalem, Israel

Melvyn — So what's your point?? —Ed.

MAD CELEBRITY SNAPS



Here is a picture of actor Michael Madsen holding MAD #426. Madsen did one of the voices in one of the original Grand Theft Auto games. This picture was taken during the filming of Quentin Tarantino's new film *Kill Bill*. QT saw us taking the picture, then proceeded to explain to the cast and crew the *Pulp Fiction* MAD issue. I have not seen it, but I guess the last page has QT, Hitchcock and Spike Lee sitting together and QT acted out all three parts for everyone and did a good Hitchcock impersonation. Unfortunately, I didn't get any photos of that...but QT is a fan of MAD too.

John Sjogren, LaCanada, CA

THE EYES HAVE IT

While reading the Diamond-Ersatz faux ad in MAD #427, I see you say the Diamond-Ersatz looks real at 200/200 vision. Usually super-keen on details, you blew this one! 200/200 would be the same as 20/20. Dudes, you see at 200 feet what a normal person sees at 200 feet — no difference. Now, bad vision would be 20/200. You see at 20 feet what is normally seen at 200 feet. Of course, that's distance viewing, so to look at diamonds up close there wouldn't be much difference between the two ratios. It might have been more accurately funny to print, say, 20/900 to represent a looking-through-a-Coke-bottle type vision that would misjudge the Diamond-Ersatz.

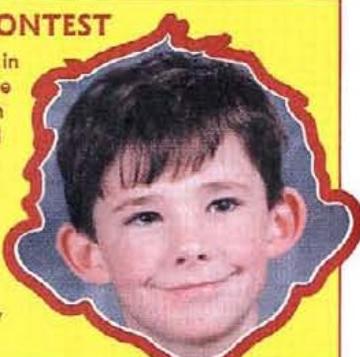
Charles Pearson, Las Vegas, NV

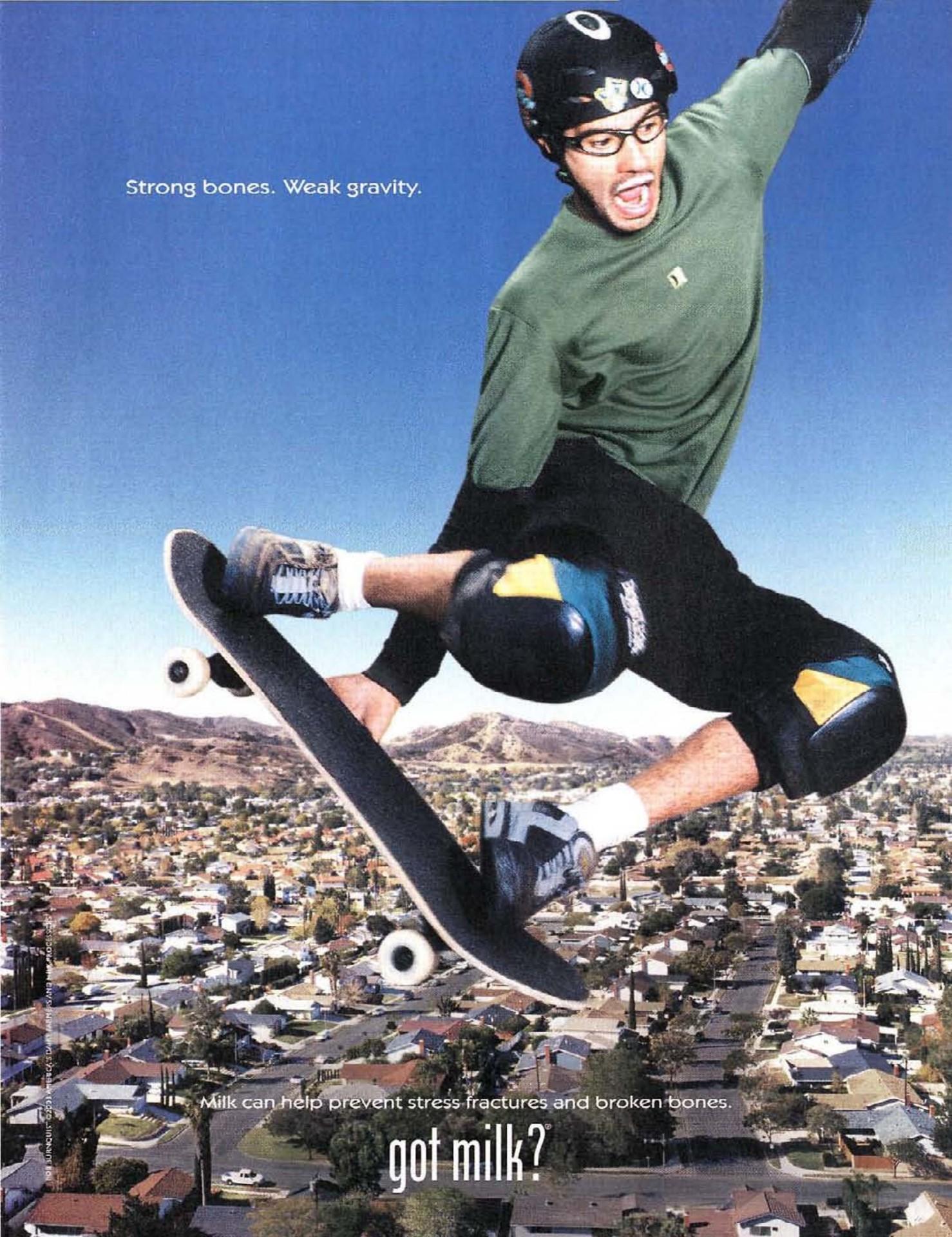
Chuck P — After reading your letter, we wish we were blind! Boo-yah! —Ed.

ALFRED E. NEUMAN LOOK-A-LIKE CONTEST

Dylan Hermes of Jefferson, LA is our second winner in the Alfred E. Neuman look-a-like contest. A certificate will be coming to you shortly, making it official! As with our previous winner, we hope there are great facial changes in store for Dylan as he continues to mature. If not, they're doing wonderful work with plastic surgery these days! Good luck! —Ed.

P.S. If you think you or someone close to you resembles Alfred, send us a picture and they may be one of our lucky losers, uh, winners! Mail to Alfred E. Neuman Look-A-Like Contest, c/o MAD Magazine, 1700 Broadway, New York, NY 10019!



A dynamic photograph of a skateboarder performing a trick against a clear blue sky. The skateboarder is wearing a black helmet with a white 'O' logo, glasses, a green long-sleeved shirt, black pants, and black knee pads with yellow accents. He is captured mid-air, holding a skateboard with both hands. The background shows a sprawling suburban neighborhood with houses and hills under a bright sun.

Strong bones. Weak gravity.

Milk can help prevent stress fractures and broken bones.

got milk?

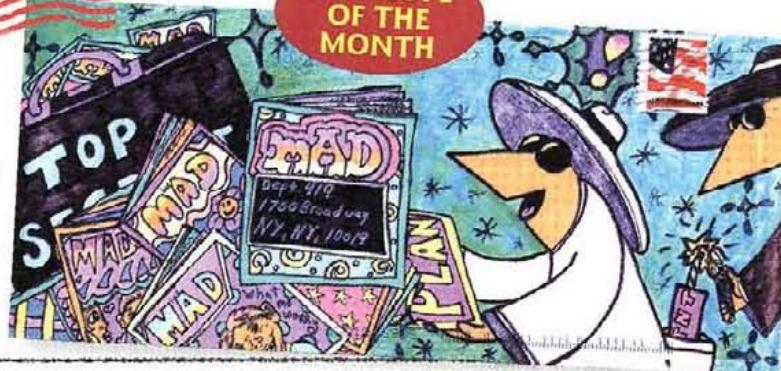


Get ready for hyper-gaming.



This month's
Envelope of the
Month was sent
in by Betty Skelly
of Millville, NJ.
We think it has
Spies in it, but
we're really not
sure! Congrats
anyway! —Ed.

ENVELOPE OF THE MONTH



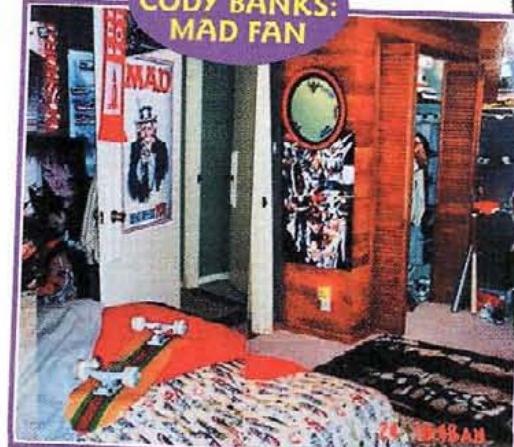
Make A Dumb Wish Foundation™

I am writing this letter to see if the *Make A Dumb Wish Foundation™* can make my dumb wish come true. I have been buying *MAD* for about three years now. My dad thinks I buy them just to be like him. He has been reading them for a while also. He has a 1966 Le Mans and thinks that nobody likes it. My dumb wish is for you to write in one of your magazines, "Chris Bivens, your '66 Le Mans is cool." He would be very happy.

Justin Bivens, Indianapolis, IN

Bell Biv Devoe — When we were in college, our parents wanted us to become doctors to help the sick and those in need, to bring about an end to pain and suffering. But we were young and foolish and tossed off our parents' wise advice as nonsensical babble, flowing out of the mouths of bitter people long past their prime. And now, here we are, years later. Are we helping our fellow man? No. Instead, we get up every morning, put on our pants and stumble to the *Make A Dumb Wish Foundation™*. Our lives have been reduced to having to say: "Chris Bivens, your '66 Le Mans is cool." Could we be any more pathetic? Thanks for writing! —Ed.

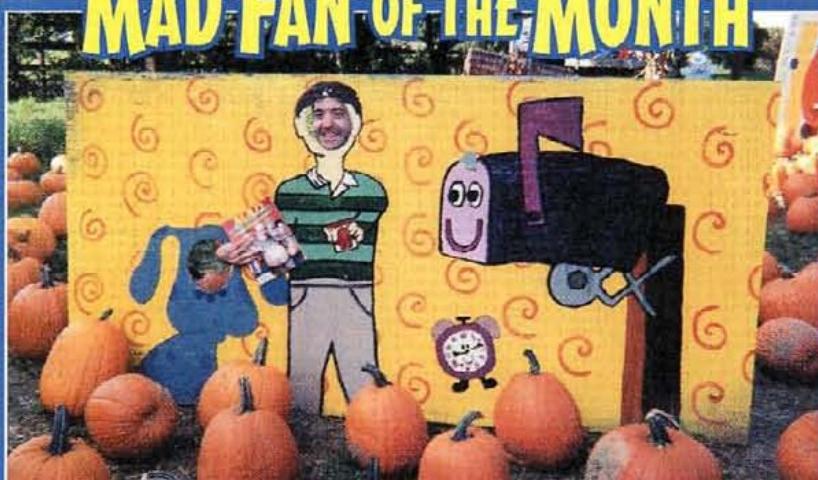
AGENT CODY BANKS: MAD FAN



Many eagle-eyed *MAD* fans have written in to us to report that the bedroom door of Frankie Muniz, aka Agent Cody Banks, was adorned with the classic *MAD* "Who Needs You" poster! We'd like to thank all who wrote in. Sorry, no free subscriptions, no *MAD* goody bags, no nothin'!

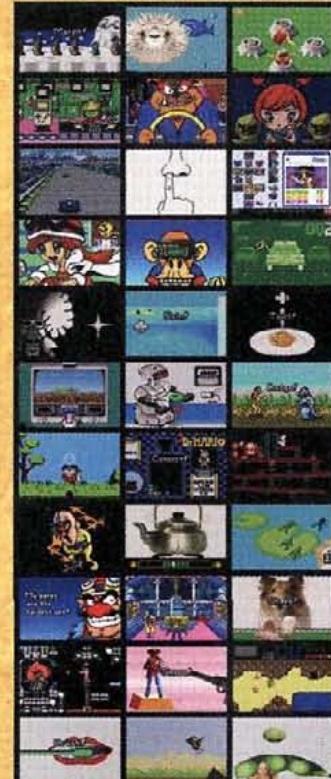


MAD FAN OF THE MONTH



This picture was sent in by Joseph Hurley of Troy, NY of his friend Steve in a pumpkin patch. Although, if Joseph was a true *MAD* fan, every one of those pumpkins would have been carved into an Alfred E. Jack-O'-Lantern! Oh well! Next time! —Ed.

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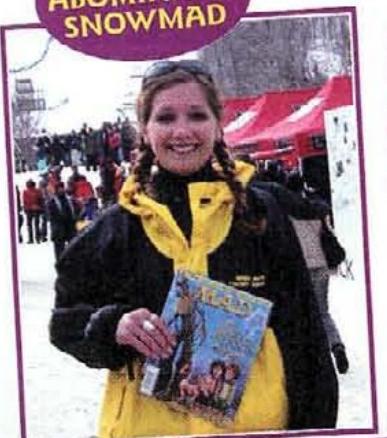
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Comic Mischief



THE ABOOMINABLE SNOWMAD



MADness abounded at the Philips U.S. Open Snowboarding Championships held at Stratton, Vermont March 14-16! Representatives of MAD were there to hand out 3,000 issues to snowboarders. Since you weren't one of the lucky 3,000 to receive one, we suggest you run out and buy one at your local newsstand!



UNITED STATES OF AMADICA

We are currently on station in Kuwait to continue to demonstrate the show of force in order to conduct future operations for a possible regime change in Iraq. Here is a snapshot of my troops in front of our M113 Armored Personnel Carrier with MADs in their hands. I'm the soldier on top of the track, manning the .50 Cal Heavy Machine Gun. The gang and I will pass around the magazines to the troops.

Jeremy C. Hoffman,
Captain, U.S. Army

Cappy — Glad you're enjoying our weapons of mass distraction! —Ed.



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Bob Wayne vp — sales & marketing

Contributing Artists

And Writers

the usual gang of idiots

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X MARKS THE FLOP DEPT.



Since the birth of their existence, they have been regarded with fear, suspicion and hatred. Are mutants the next link in the evolutionary chain, or simply a new species of humanity, fighting for their share of the world? Either way, one fact has been proven. True mutants will line up outside cineplexes for hours and hours and jack any moronic comic book movie up to #1 its first weekend! Hey, and why not? It's not like they're wasting their disposable income on dates with girls!



We're smart, we're brave, and we can solve the world's problems! No wonder everyone in Washington, DC wants us dead!

Give us half a week and they'd all be out of jobs!

Despite my great power, I feel very inadequate, Professor \$!

I'm Jean Greypoupon, the only \$-Man without a snappy super-nickname! How embarrassing! I'm a psychic empath, which means I can pick up anyone's thoughts or read their emotions. Which means I totally kick ass in "Go Fish!"

I'm Icepack, and when somebody's as cold as me, their nipples are stiff 24/7! Add the rubber suit and it's NOT a pretty picture! The flamer is Piehole. He's my roommate at Professor \$'s Academy for Hormone-Added Mutants. Our arguments over where to set the thermostat are unreal!

Icepack's freezing ability is exactly equal to my powers of hot. Fire vs. ice! It's a brilliant dramatic device that puts the concept of "what is a hero?" into stark relief, which the... ah, who am I kidding?

We just stole the Heat Miser and Cold Miser bit from *The Year Without a Santa Claus*!

Rogaine here! My mutant power forces me to suck, suck, suck! There hasn't been anyone like me inside the Oval Office since 1995!



I'm Cyclod, and my head contains some sort of bottomless energy source that can slice through steel and concrete like Jell-O! But somehow it doesn't kill me, or even give me a headache. And they say there are no believable heroes anymore! Because I'm so powerful and also want to look mysterious, I constantly wear these dark goggles — just like Tom Cruise, Howard Stern, or any number of other show biz jerks!

Make way for Vasoline, bub! I'm an adamantium-injected, unstoppable death machine who kills with a smile! That's why I'm a hero to every comic book geek who's afraid to squoosh the spider in his garage! And yet, I'm haunted by my past! Huge gaps in memory, drug-induced flashbacks and berserk violence! I wish they did *Behind the Music* specials for superheroes, so I could find out where I've been!

MEN 2



Mutants must be eradicated, like the diseased vermin they are! And I, General Strykethree, will personally ensure that they're all killed, killed, killed! They have a word for people like me in Washington these days: "moderate"!

I'm Skincrawler, an amnesiac German circus mutant with a pointy tail and blue flesh! Oddly enough, there's now a separate box for my precise demographic on the U.S. Census. They're really getting politically correct!

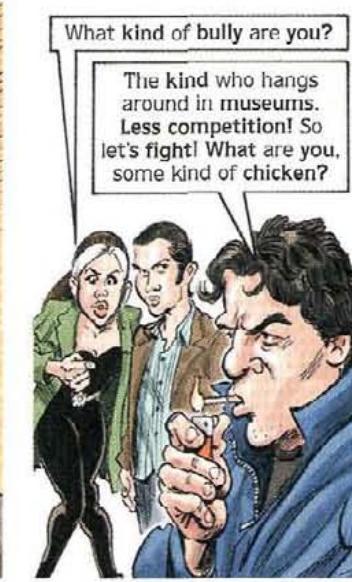
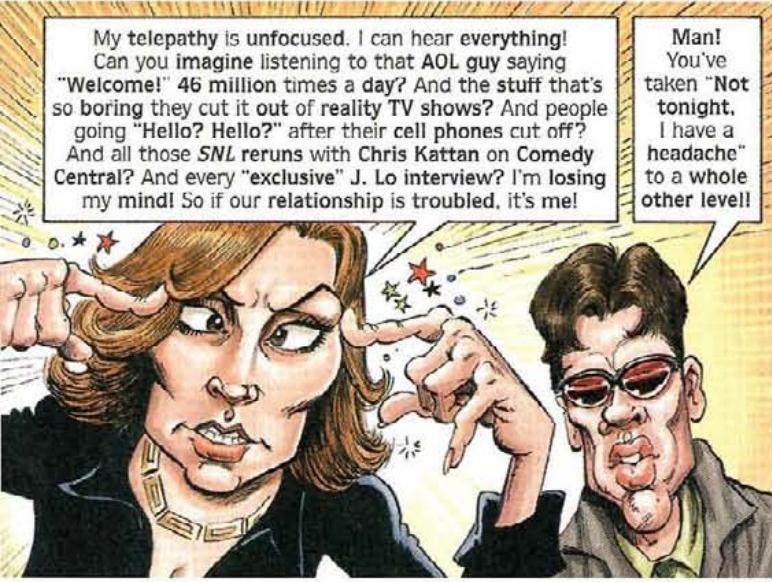
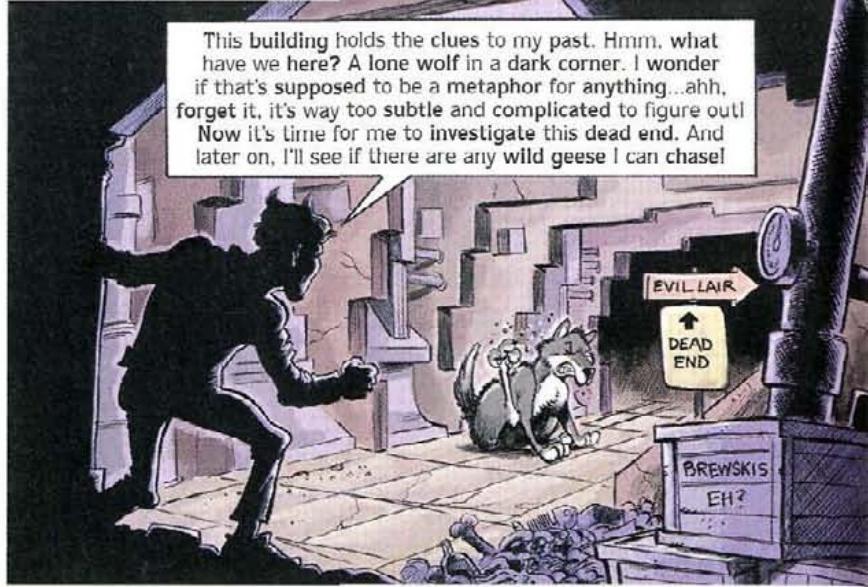
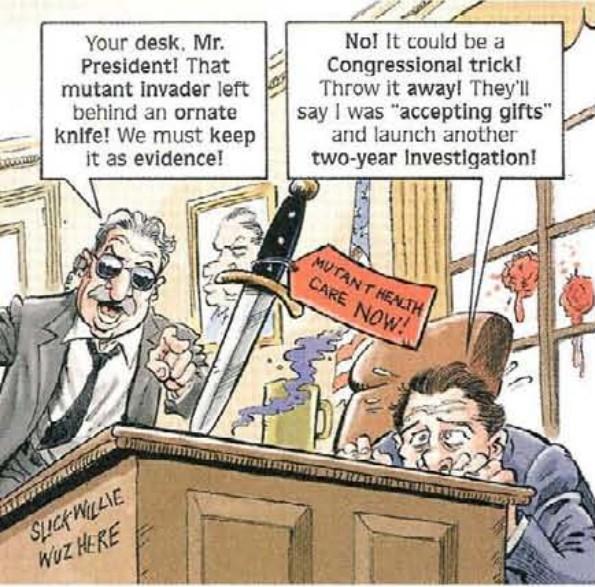
Leave this office immediately! I am the President! If you want to sneak inside this White House, you'll have to do it the usual way — with massive cash donations!

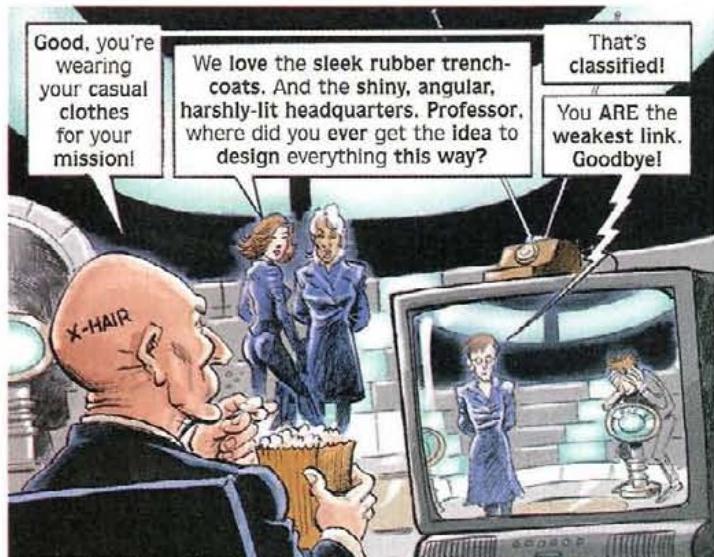
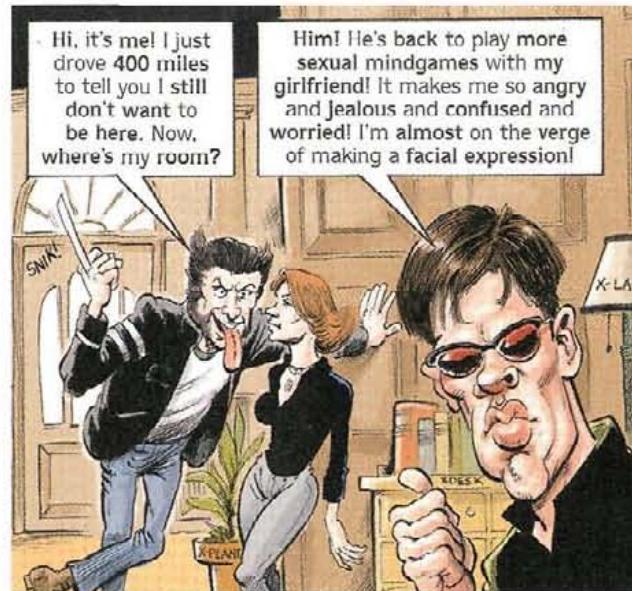
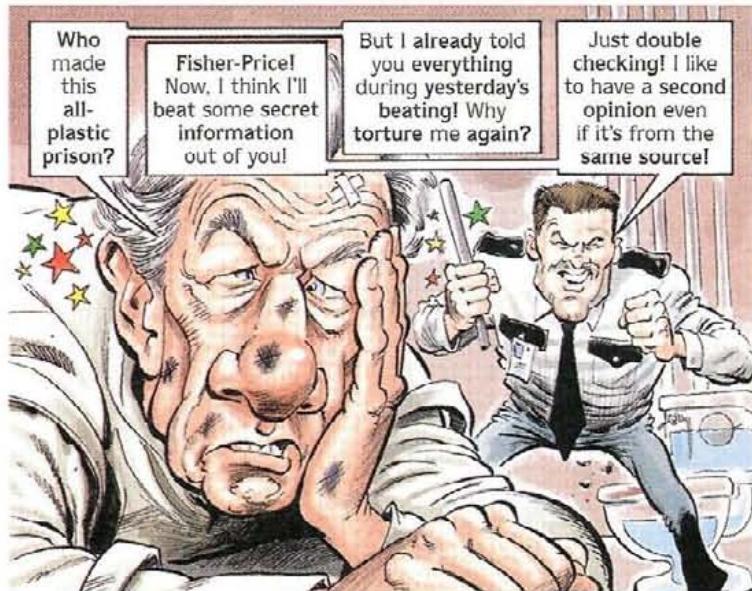
This is a code burnt umber! Unknown assailant, possible pretzel! Repeat, the assailant may be armed with a pretzel! The President's life is in danger! Send in Helmlich squad! And mustard!

The attacker has blue hair, is behaving erratically, and will disappear without a trace very soon! Issue a warrant for the arrest of Kelly Osbourne!

WRITER: DESMOND DEXMAN

ARTIST: TOM RICHMOND





Charles, so good of you to come. Particularly since the cockamamie scriptwriters have you visiting me at 3 o'clock in the morning to coincide with the attack on your school!

An attack? Eric, what have you told them?

Hardly a thing! Just about you, and your theories, and how your top secret brain machine works, and your students, and your underground labs, and your super-team, and the grid for your entire school defense system! But don't worry. I didn't say a word about the fact that you're bald all over...or your personal collection of Olsen Twins videos!



Men! We are under strict Presidential orders to be civil and courteous with these young mutants! Your orders are to be gentle at all times! Bring the body bags with the soft cotton linings!



I've gotta use my mutant transporting power to phase through this soldier's body! If it works, I'll escape without a scratch...

...but with a whole lot of yuck and guts!



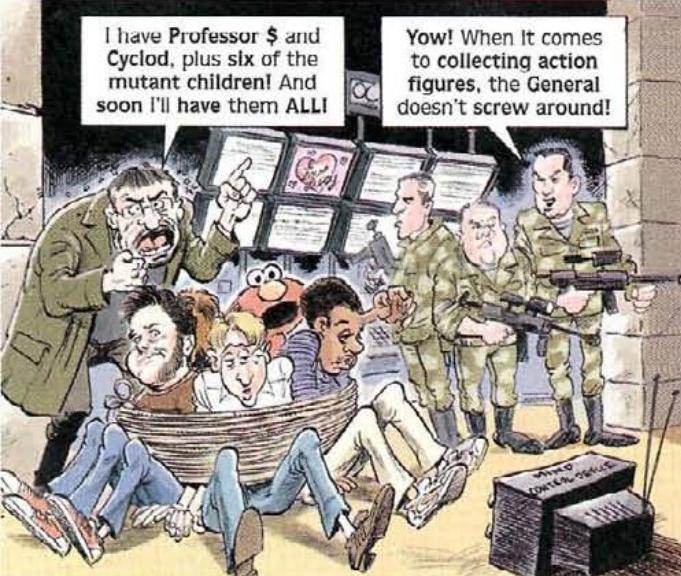
You! You're the guy who gave me all those top secret operations and rebuilt my physical structure! Exactly how extensive was your work?

Let me put it this way: I offered the same surgery to Michael Jackson, but he said the procedure was a little too extreme, even for him!



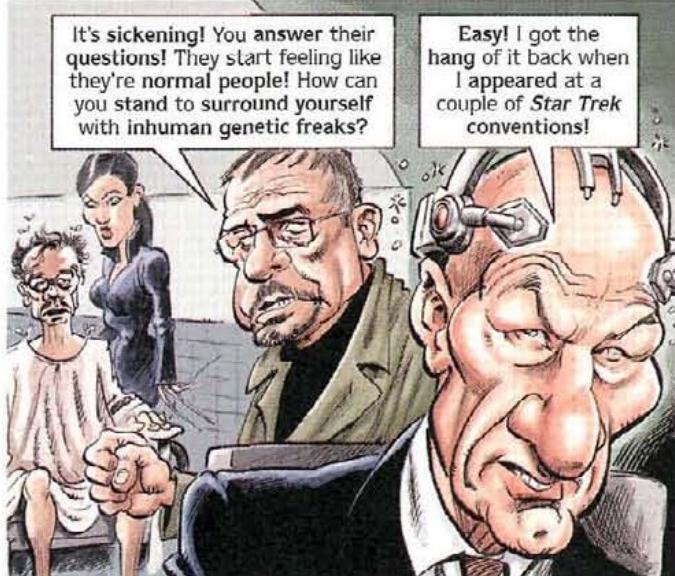
I have Professor \$ and Cyclod, plus six of the mutant children! And soon I'll have them ALL!

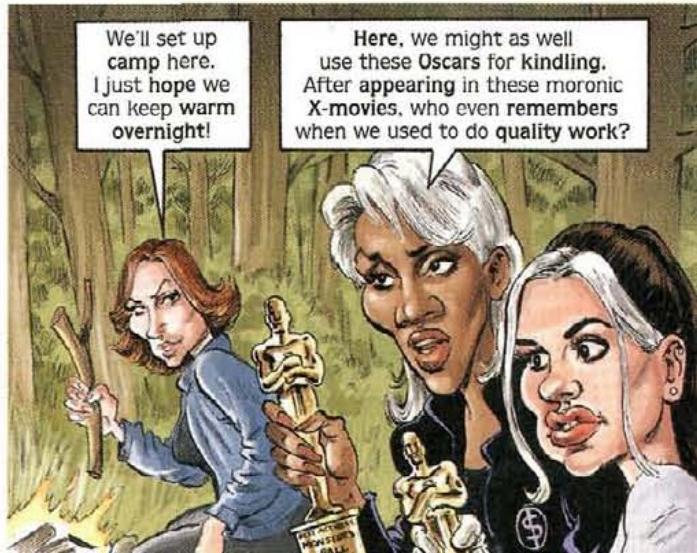
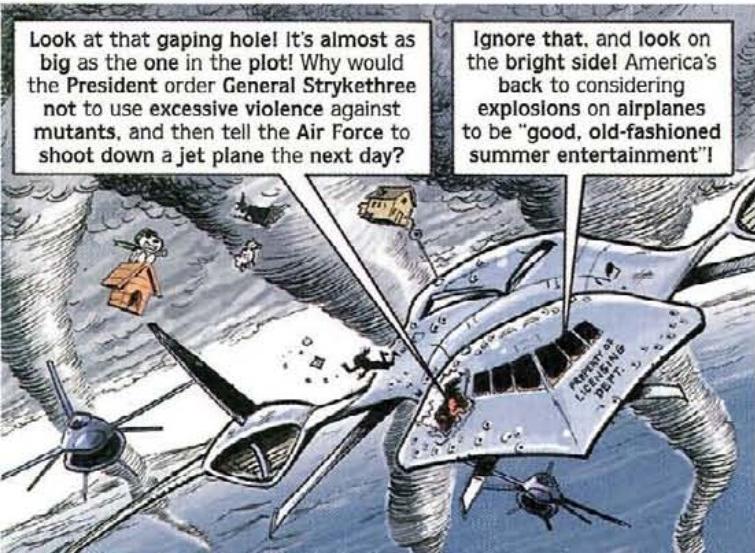
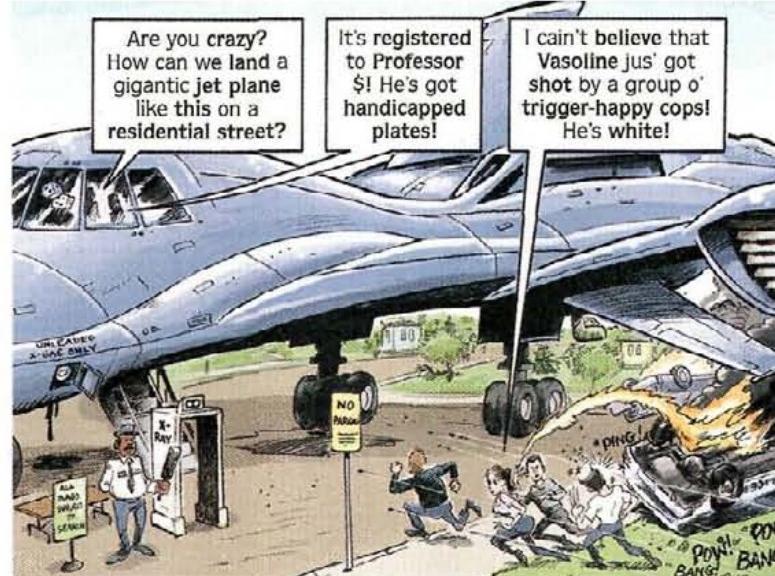
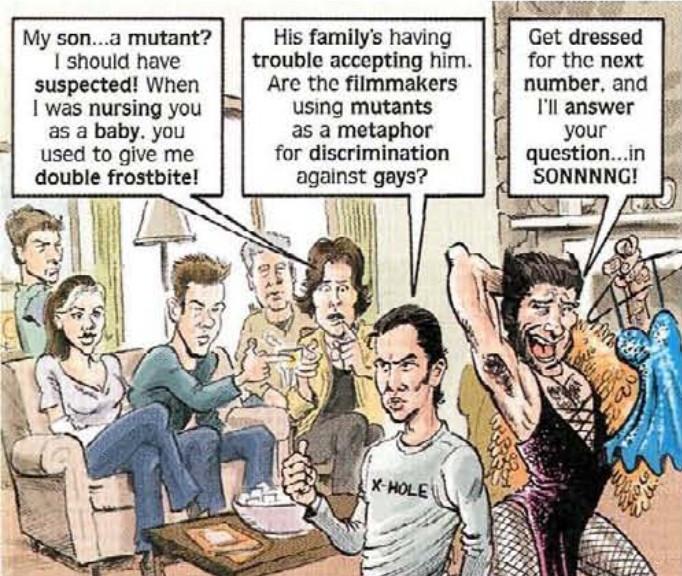
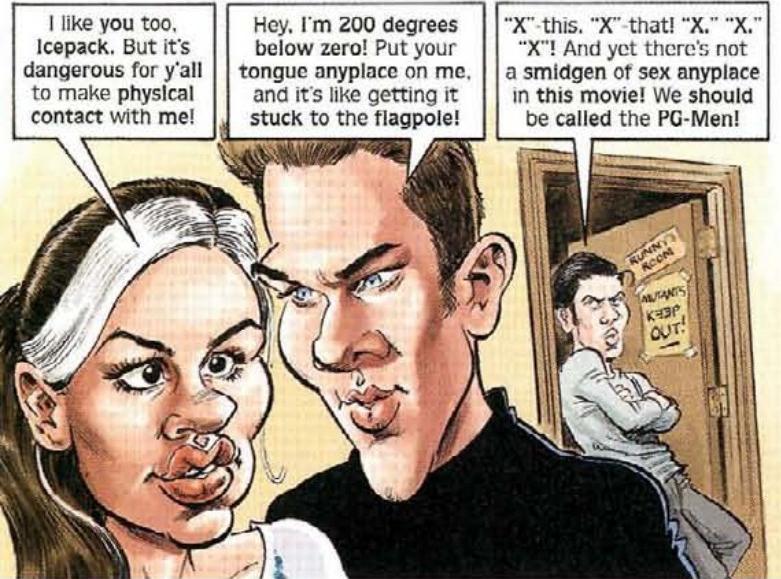
Yow! When it comes to collecting action figures, the General doesn't screw around!



It's sickening! You answer their questions! They start feeling like they're normal people! How can you stand to surround yourself with inhuman genetic freaks?

Easy! I got the hang of it back when I appeared at a couple of Star Trek conventions!





I knew from your scent that you weren't the REAL Jean Grey poupon!

That's what I get for eating eight chili dogs! But I can become anyone you wish me to be. Let me change into someone more comfortable. Would you prefer to see me as Deform? Or Rogaine?

How about you turning into Professor \$ for 15 minutes? But let's go slow! When I leave scratch marks down your back, they're permanent!

Surprise! Although after disguising myself as a janitor, Senator Smelly, a barroom bimbo, Jean Grey poupon, Rogaine, Deform and Vasoline in the movie so far, maybe "surprise" isn't exactly the right word!

You'd better disguise yourself as Roger Ebert next! That is, if you ever want to get a positive review for this repetitive CGI clip reel!



I'm a little girl. And I'm afraid. But I'm definitely NOT a diabolical psychic illusion projected by your enemy's mutant son! Can you help me, sir?

Naturally, dear! My brain power is limitless! I can manipulate minds! I can transform matter itself!

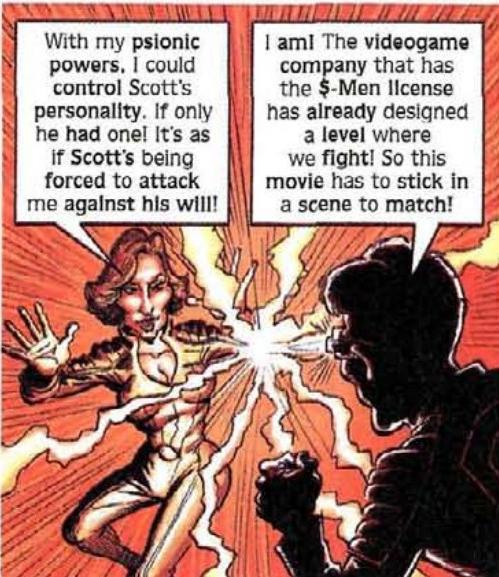
Oh yeah? Then how come you don't fix your legs, so you can get out of that wheelchair?

Hmm... frankly, I never thought of that!

So much for your "limitless brain power"!

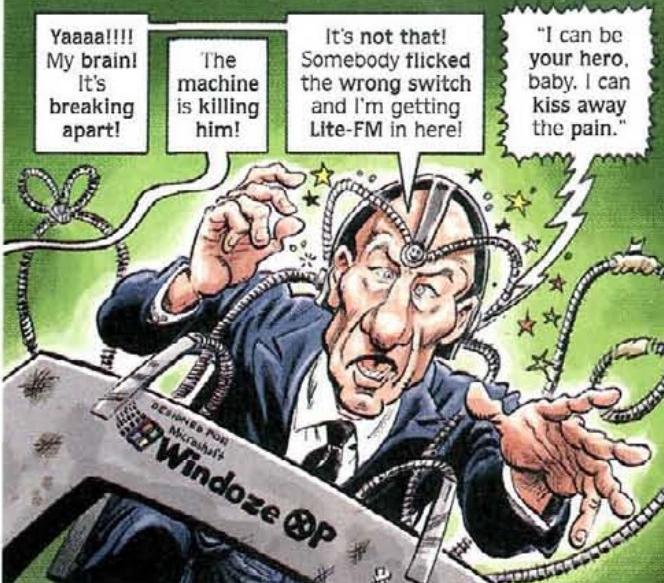
With my psionic powers, I could control Scott's personality. If only he had one! It's as if Scott's being forced to attack me against his will!

I am! The videogame company that has the \$-Men license has already designed a level where we fight! So this movie has to stick in a scene to match!





Hah! Last time, I strapped a mutant into some ridiculous super raygun and tried to zap all the humans! This time, I'm going to use the raygun Prof \$ is strapped into to zap all the humans! I can't tell you what my ingenious plan will be for *\$-Men 3*, though. It's a big secret!



My eyes! For no special reason, I'm blind now!

Oh well, at least that makes me luckier than the audience!

Wow, a blind Marvel Comics superhero in a movie! There hasn't been one of those in almost three months!

And it gets worse! Magnesia just convinced his shape-shifting scaly woman to trick the evil General's deformed mutant son into reversing the brainwave machine so that it siphons the power of the mind-controlled good guy who thinks he's helping the invisible girl and zaps every human on the planet!

Haw! Take THAT, Merchant-Ivory!



If you let me live, I'll keep dropping more tantalizing clues about your lab rat past!

No sale! My "confused search" schtick is the only thing separating me from the other \$-Men. Take that away and soon I'll be just another one of the schlub characters who have to say things like, "What is it, Professor?"



Wow, the bad guy's compound gets totally destroyed at the end! What a shocking twist — if this were 1963! Apparently, this flick has the mutant ability to absorb the ending of every James Bond movie ever!

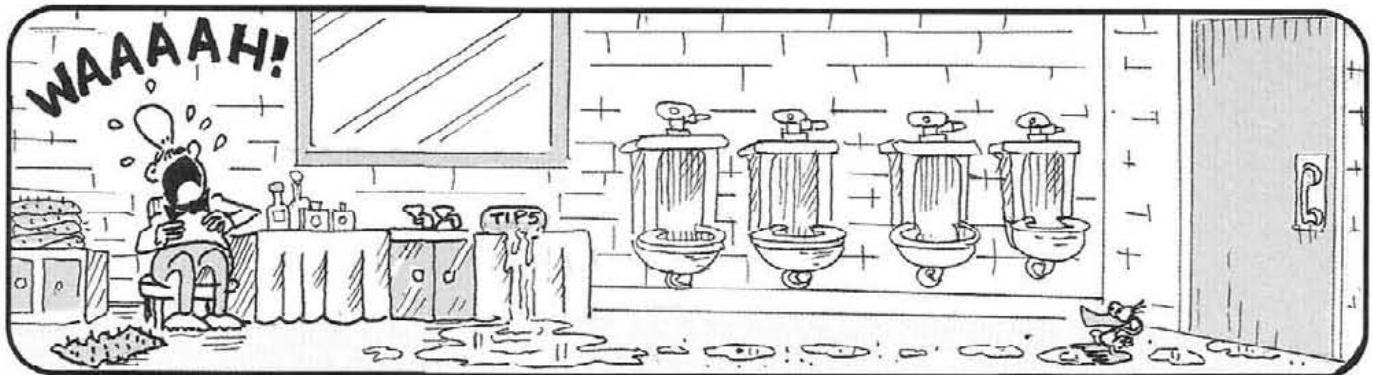
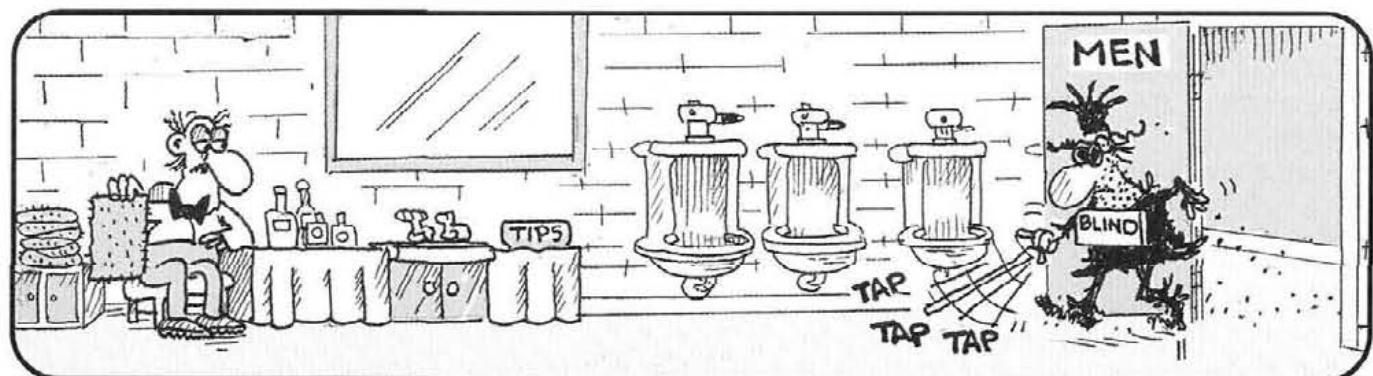


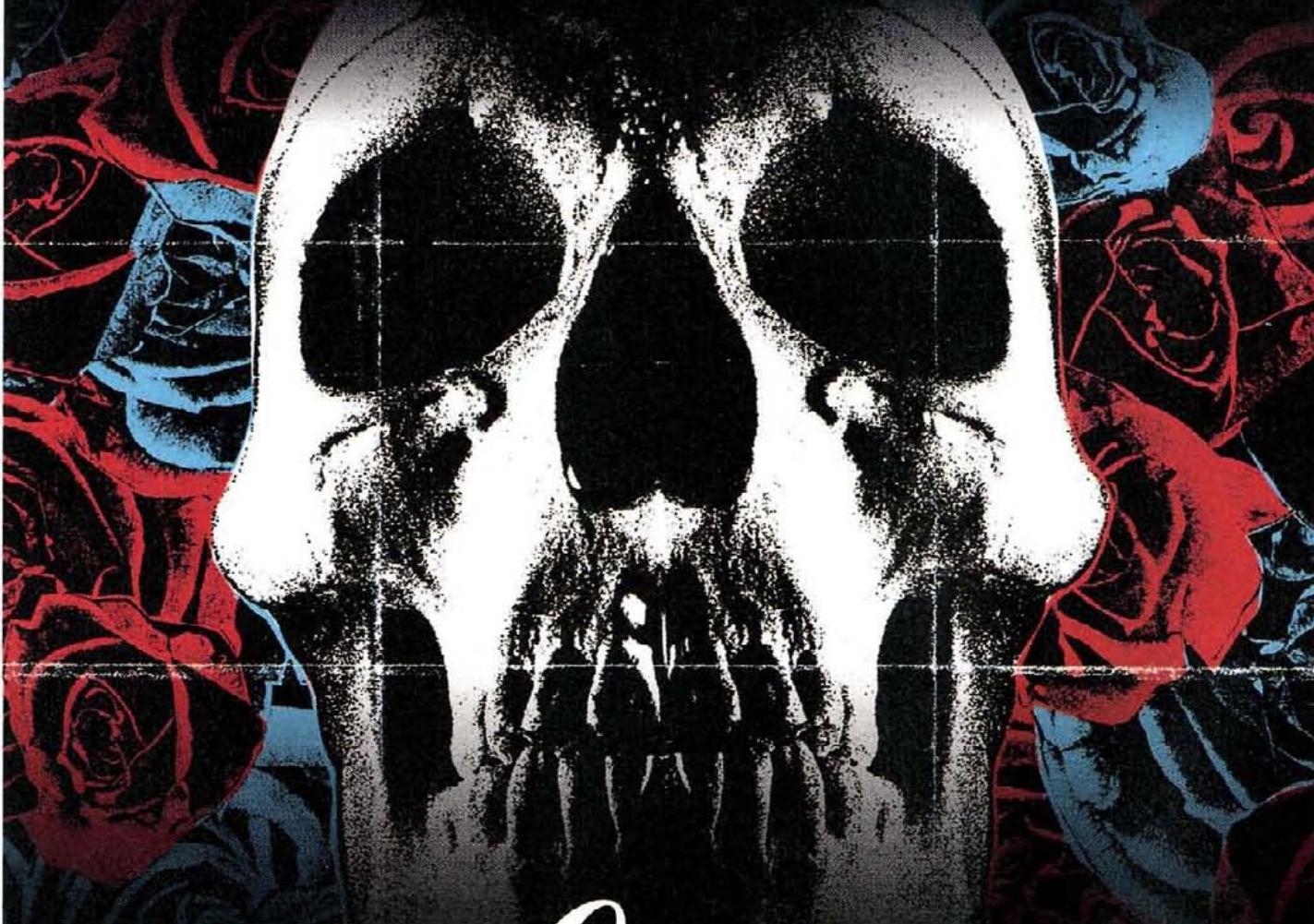
Mr. President, after destroying a U.S. military base, we created a dangerous thunderstorm, snuck into the White House during heightened security and erased your staff's memory for just one reason: to let you know we can be trusted!



Good enough for me! Let me chuck this "Axis of Mutants" speech I was going to read to the nation and I'll just free associate!

A guy with nuclear eyeballs, no problem! The guy with foot-long metal blades that boink out of his hands, totally believable! A President capable of expressing an original thought without a poll-tested script? No way!





deftones

the new album featuring "*minerva*"

05.20.03

See Deftones on the Summer Sanitarium Tour
deftones.com



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They say humans use 10 percent of their brains. You'll only need half that for this one. It's...

Monhae



and... THE BRAIN



Monroe







GOOD COPY, BAD COPY DEPT.

In recent decades, schools all over the U.S. have reported huge increases in cases of plagiarism — whether it be copying paragraphs from an encyclopedia, downloading material from the Internet and claiming it as your own, or even buying term papers from businesses that peddle them. Each year, so many students are caught plagiarizing, that we at MAD feel there is only one solution: teach them how to do it so they don't get caught! Which is why we're presenting this article (that we swear we didn't swipe from some other magazine)...

MAD's
Complete
Guide to

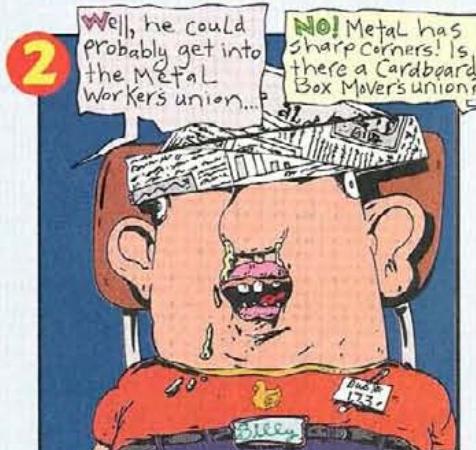
Plagiarism

DISCLAIMER: MAD Magazine in no way endorses or approves of the practice of plagiarism by our nation's youth. However, we firmly believe that, if they're going to do it anyway, they ought to do it **CORRECTLY & SAFELY** — instead of engaging in unprotected plagiarism!

Plagiarism is stealing the work of others! Therefore, it should be used only by the most desperate. Here are some telltale signs that you are among them, and that plagiarism may be for you:



1 You often get stumped when asked to write your name and the date in the upper right corner!



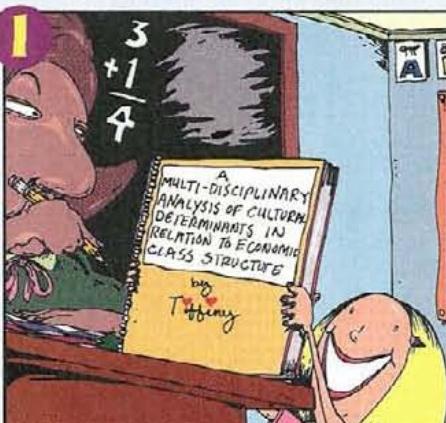
2 Your teachers have already started talking about you "finding a good trade" — and you're only in first grade!



3 You regularly get beaten up by the D-students...for dragging down the curve!

Once you've decided to become a Plagiarist, it's vital for you to know not only what to plagiarize...but, even more importantly, what not to!

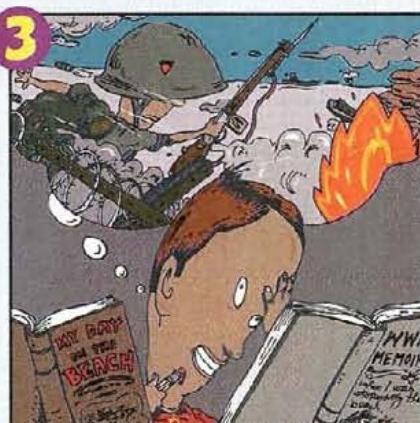
DON'T plagiarize material that's way above your own academic level!



DON'T plagiarize from a famous work that is easily recognized!

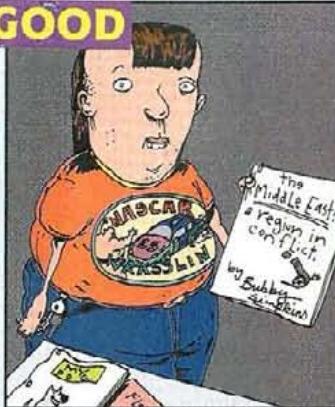


DON'T plagiarize stuff it would be impossible for you to have written yourself!



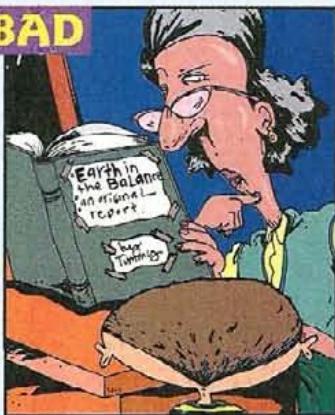
But simply stealing the work of others is only half the task: you've got to "sell" it as your own! Here are some examples of good and bad jobs of "helping along" plagiarized material:

GOOD



Re-copying the entire thing in your own handwriting.

BAD



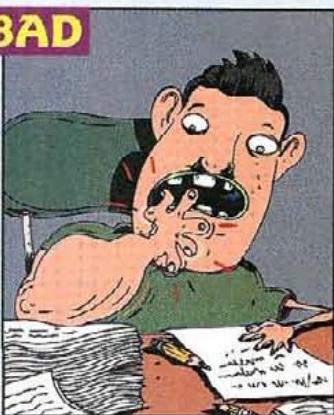
Re-copying just the front page... and hoping they don't notice!

GOOD



Changing the title and subheadings, to sound more like your own words.

BAD



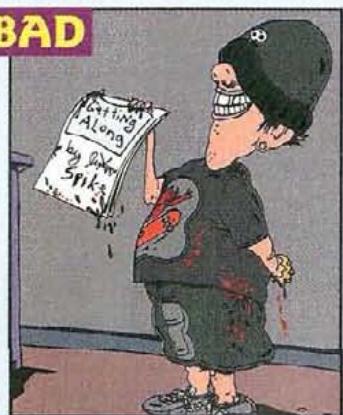
Changing *everything* into your own words. (Which is as much work as actually writing it yourself, schmuck!)

GOOD



Purposely messing it up a little to look like the work of a kid.

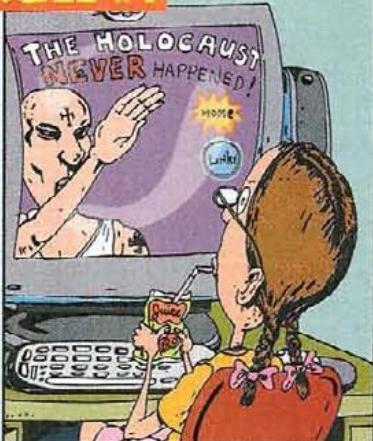
BAD



Accidentally messing it up a lot with the blood from the kid you beat up and stole it from!

The advent of the Internet has opened up whole new frontiers of plagiarism never dreamt of by previous generations of students! There's an immense World Wide Web chock full of "words" and "sentences" you can swipe. But be sure to follow these simple Rules of "Copy 'n' Paste" Internet Plagiarism:

RULE #1



Remember: Not *everything* on the Internet is accurate and reliable!

RULE #2



If copying "research" from an online chat room, don't forget to delete all the other useless crap on the screen!

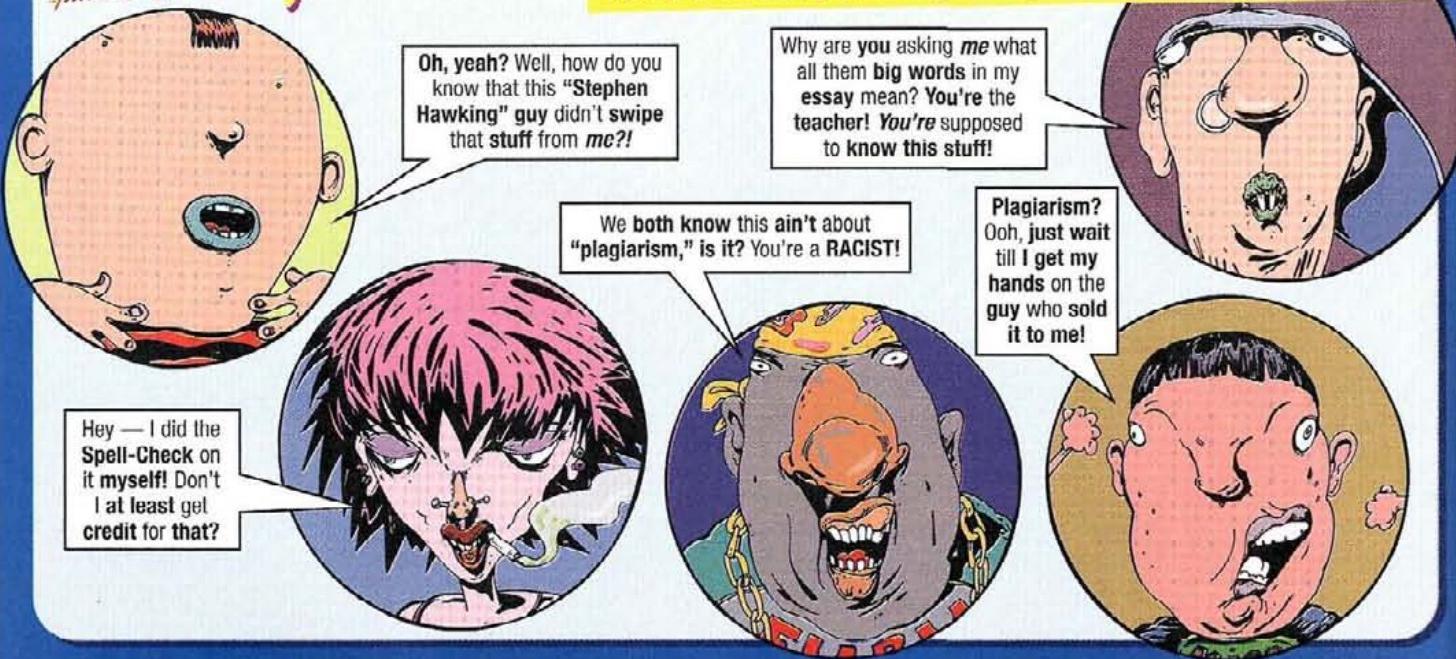
RULE #3



Don't also copy the banner ad for a XXX-rated porno site that's right next to the paragraph you actually want!

MADE'S Complete Guide to Plagiarism

Sometimes, even the best Plagiarist will set off alarms or raise "red flags" in a teacher's mind. If this happens, stand your ground and play innocent! Here are some things *not* to say when you are accused of plagiarism:



However, if — despite our best efforts — you actually do get caught plagiarizing once (or twice, or three times...) — RELAX! All is not lost! Just ask these Famous Plagiarists whose careers were hardly hurt a bit!

1

DORIS KEARNS GOODWIN

Plagiarizing Historian
(still a big-shot TV pundit & best-selling author)

The woman whose book I, uh, "borrowed" from has accepted my apology — and a large sum of money to keep quiet!



2

THE LATE STEPHEN AMBROSE

another Plagiarizing Historian

(still a respected Historian and best-selling author)

Oops! Seems that I used other writers' work and "forgot" to put quotation marks around it...7 or 8 different times!

3

MIKE BARNACLE

Plagiarizing Newspaper Columnist

(was fired...then hired by a different big-city newspaper)

So I swiped a George Carlin routine for my column! Big deal! Like *you* never passed off some comic's gags as your own around the office water cooler!



Good Luck!

Oh, and if we ever find out you plagiarized from this article, we'll sue your ass!

—The Editors

LIGHTS.....CAMERA.....ATTACK!!!

Kung Fu Chaos

Face Full of Fists!

"There's action! There's suspense! There's no MSG!"

—Chad



—Brian

"Imagine a movie where every scene
is a fight scene. Now imagine that
movie is a video game that you
don't have to imagine because
it's real and not imaginary."

—Drew



DIRECTED BY SHAO TING

In a world where violence and celebrity go hand in hand, one video game beautifully glorifies both. *Kung Fu Chaos* is the story of director Shao Ting's mad obsession to assemble top 70's martial artists — throw them onto movie sets and have them beat the duck sauce out of each other. With 21 big-budget locations, 8 hot-tempered actors and a cameo by a mystery master, it's never the same movie — er, game twice.



Blood
Mature Humor
Mild Language
Violence

Microsoft
game studios

Just Add
MONSTERS

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www.kungfuchaos.com

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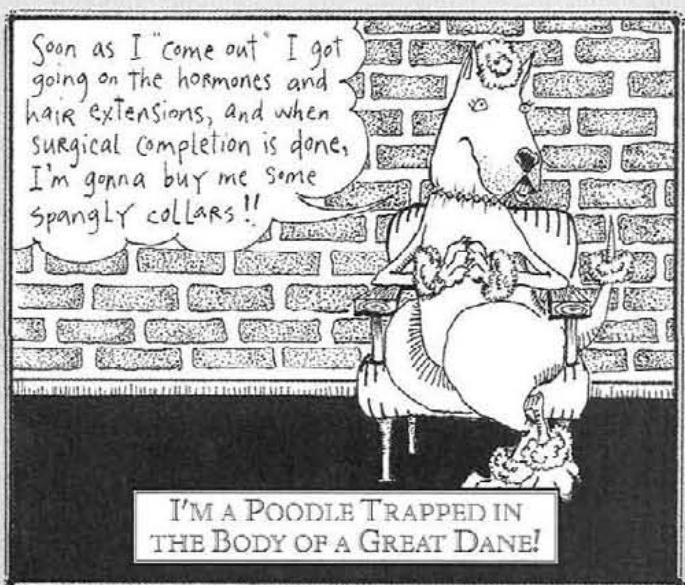
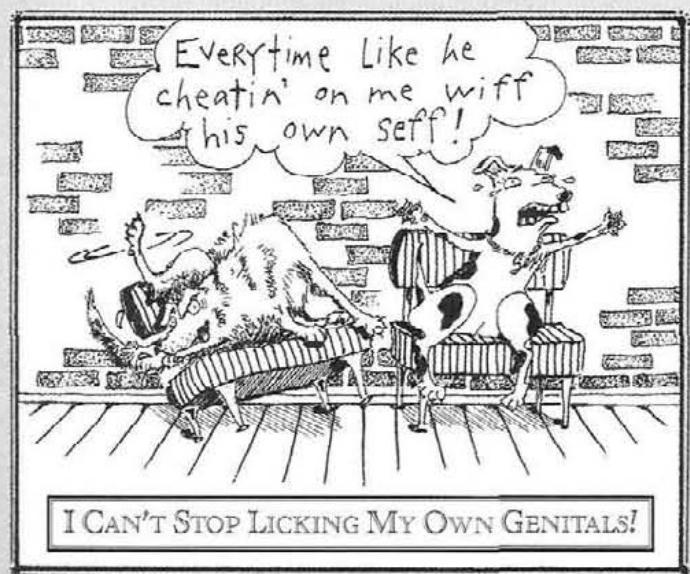


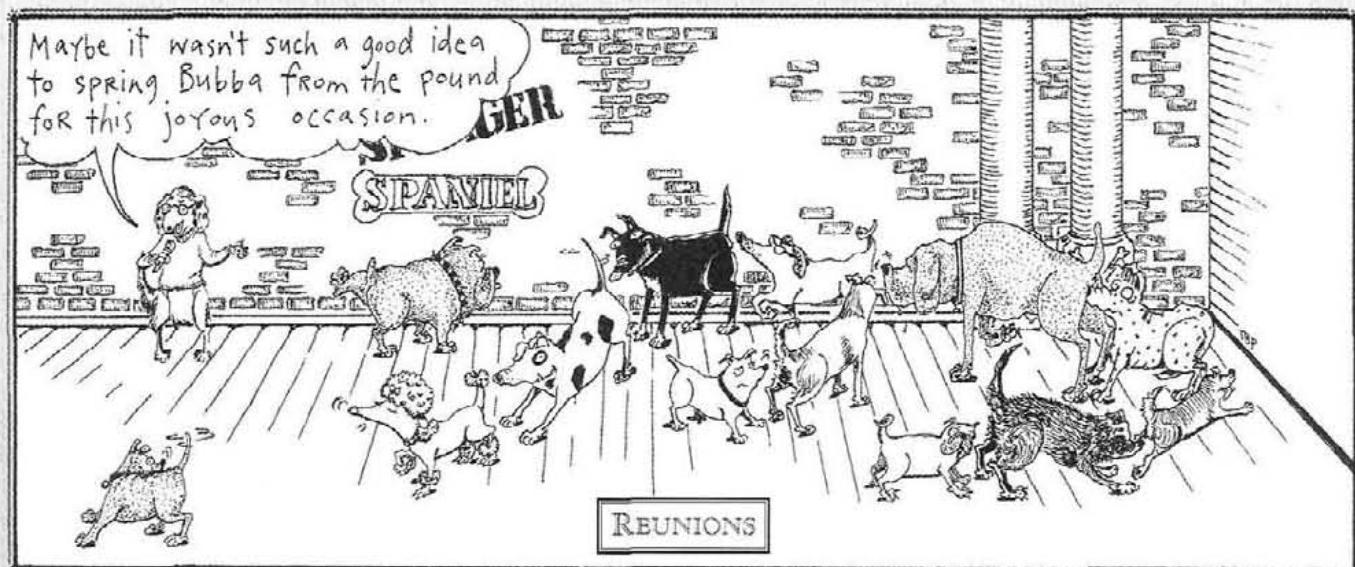
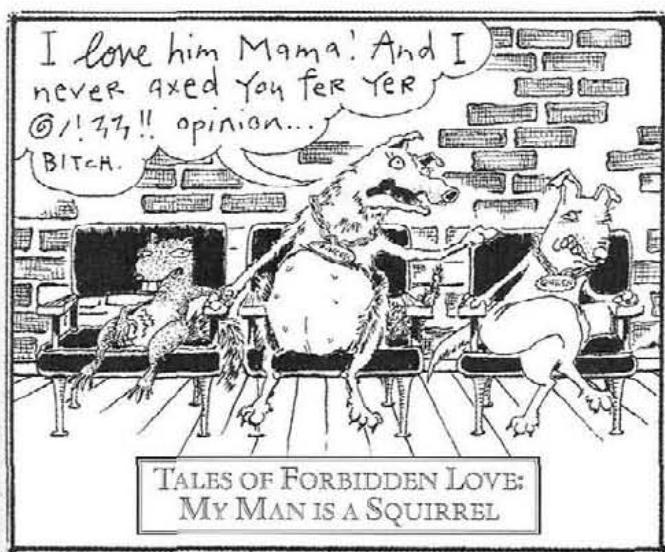
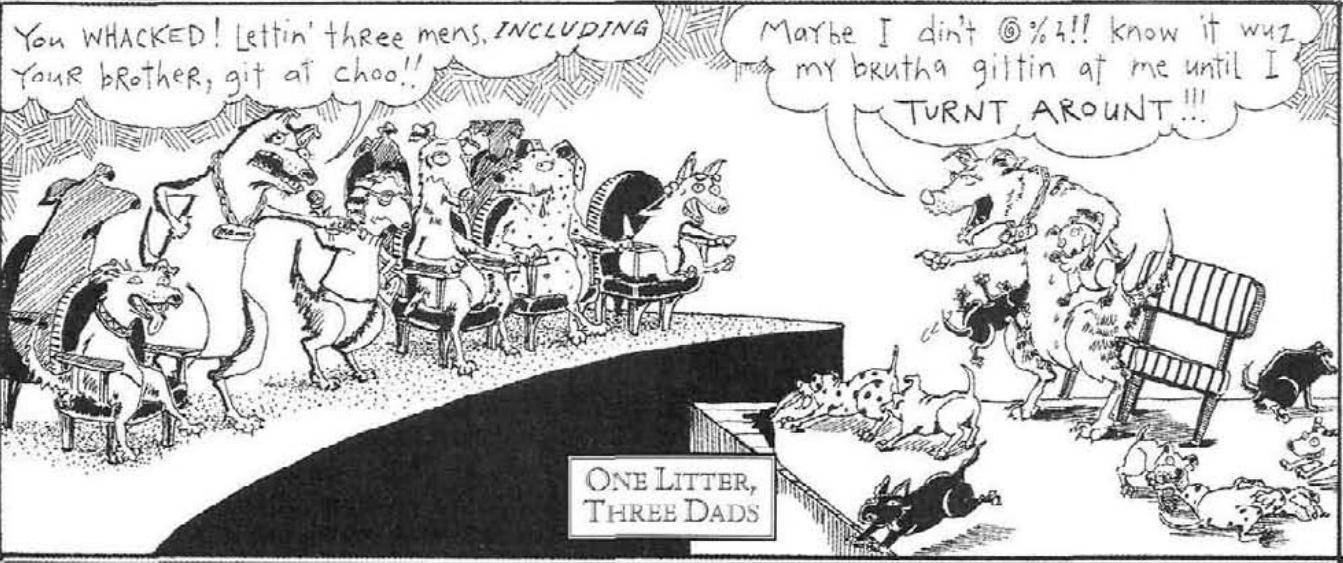
DOG DAY AFTERNOON PROGRAMMING DEPT.

COMING
SOON TO



the JERRY SPRINGER SPANIEL show





THE FUTURE OF
ONLINE



TM

MAZDA
HONDA
TOYOTA
NISSAN
MITSUBISHI
SUBARU
AND MORE!



auto modellista



Take it to the street and experience the rush of the first cell-shaded online racer for the PlayStation®2 computer entertainment system. Build the ultimate dream car and go head-to-head against eight online players in your tricked-out, world-class ride. Feel the pulse of the street as you add sonic screen effects and digital music to your own instant replay footage. Racing fans get set and Go! Auto Modellista.



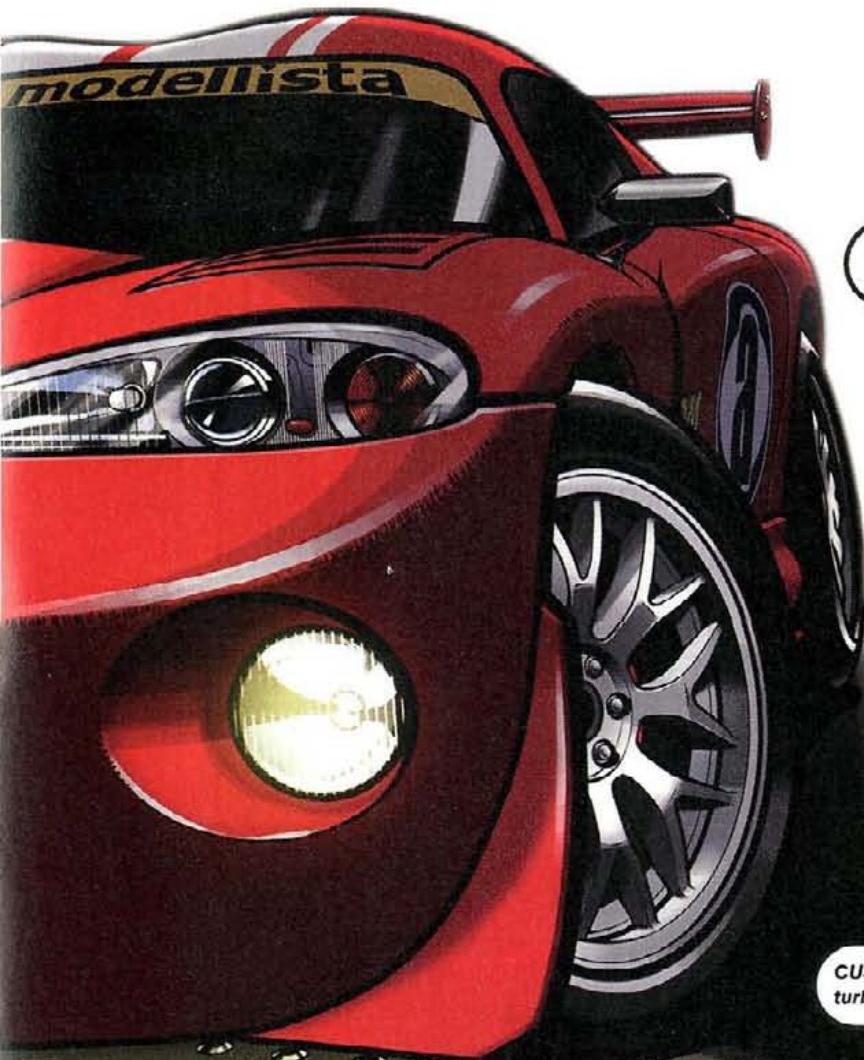
Visit www.esrb.org
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1-800-771-3772
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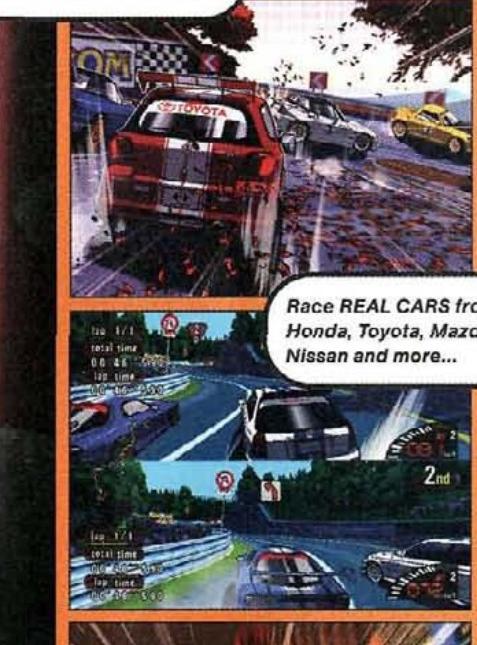
RACING IS NOW!

Race and chat with up to
8 OPPONENTS ONLINE
with a Network Adaptor...

E3 2002 GAMESPOT EDITORS' CHOICE WINNER
BEST AND TOP GAMES MEDALS



Edit your own INSTANT REPLAY
Add music and screen effects...



Race REAL CARS from
Honda, Toyota, Mazda,
Nissan and more...

CUSTOMIZE your tires, suspension,
turbo kit, transmission and more.



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S N A P
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APPLICATION
PACKAGE

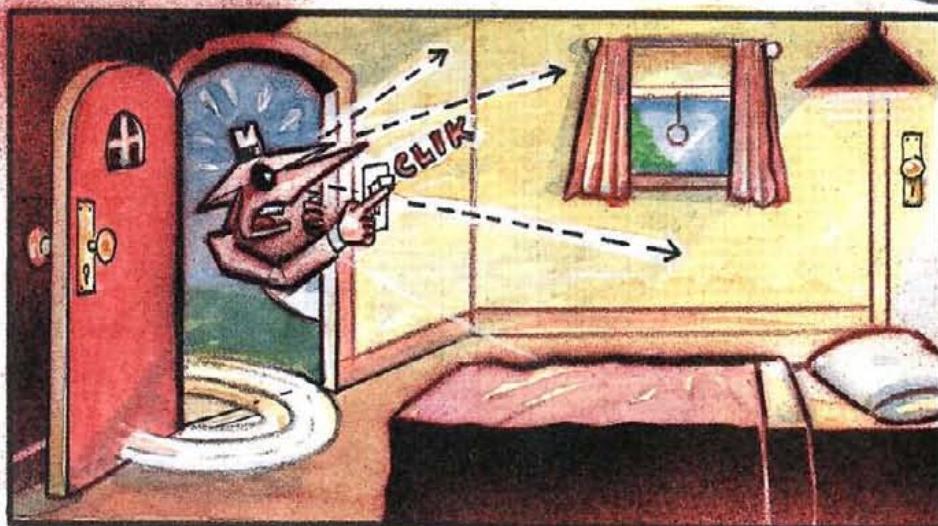
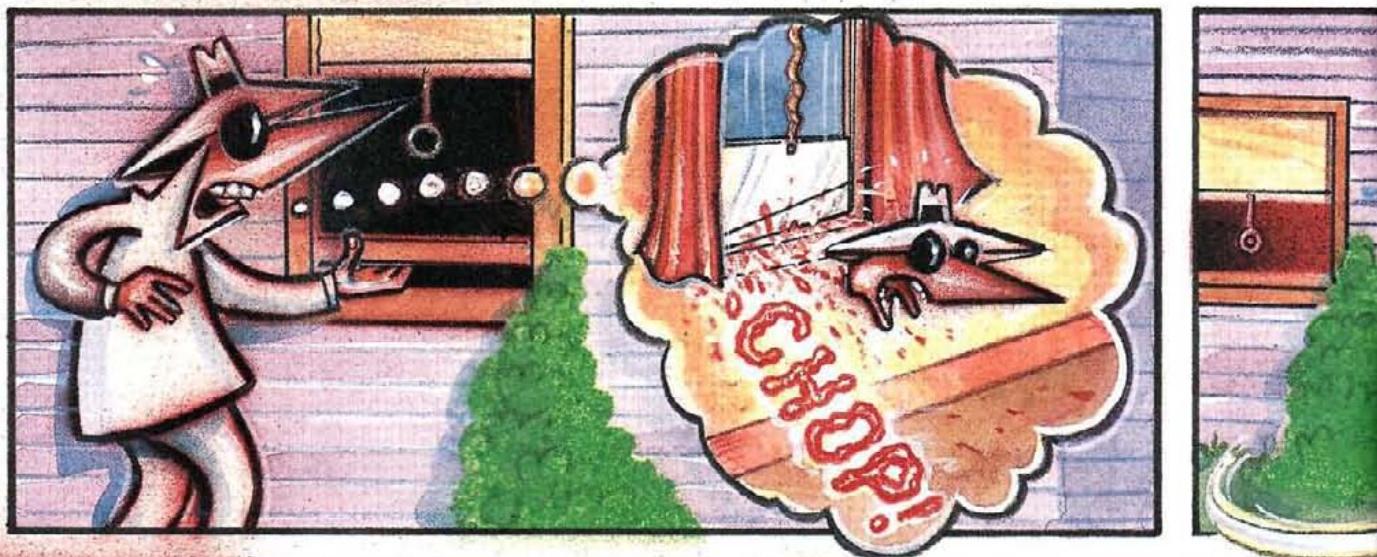
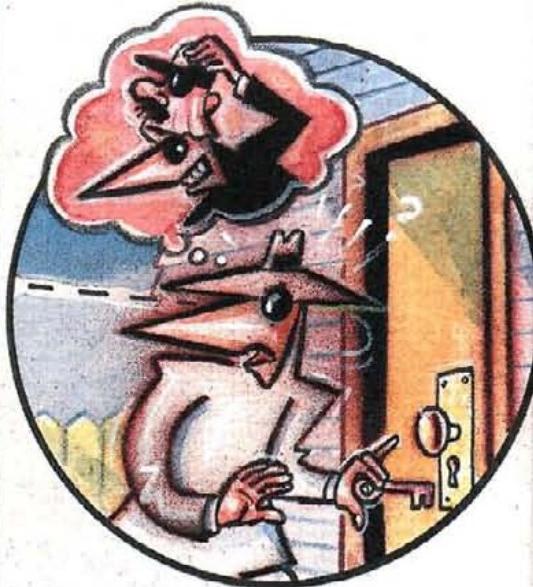
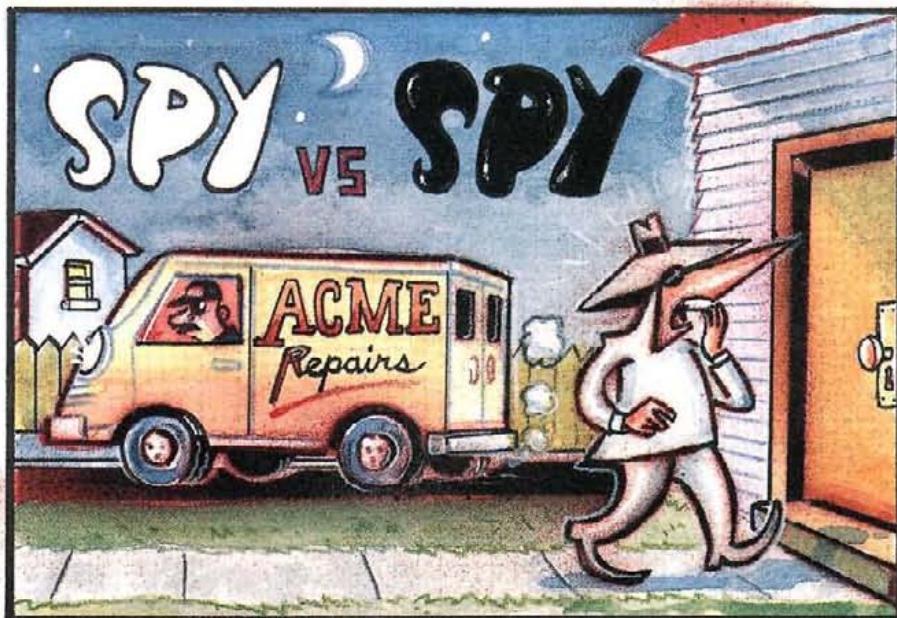
PlayStation.2



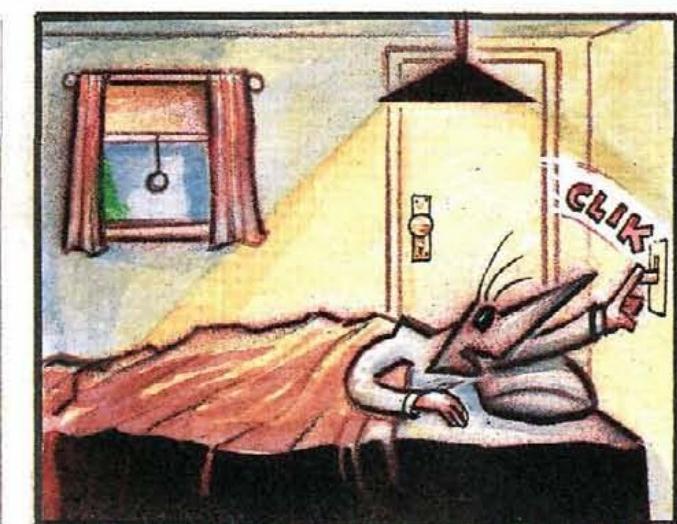
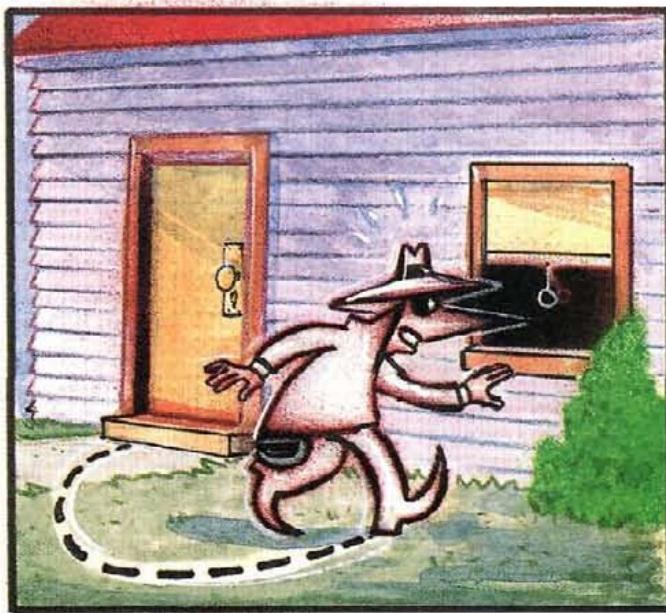
Entertainment America Inc. The ratings icon is a trademark of the Interactive Digital Software Association. ALL MANUFACTURERS, CARS, CAR PARTS, NAMES, BRANDS, AND ASSOCIATED IMAGERY FEATURED IN THIS GAME ARE INTELLECTUAL PROPERTY RIGHTS INCLUDING TRADEMARKS AND/OR COPYRIGHTED MATERIALS OF THEIR RESPECTIVE OWNERS. ALL RIGHTS RESERVED.



JOKES AND DAGGERS DEPT.



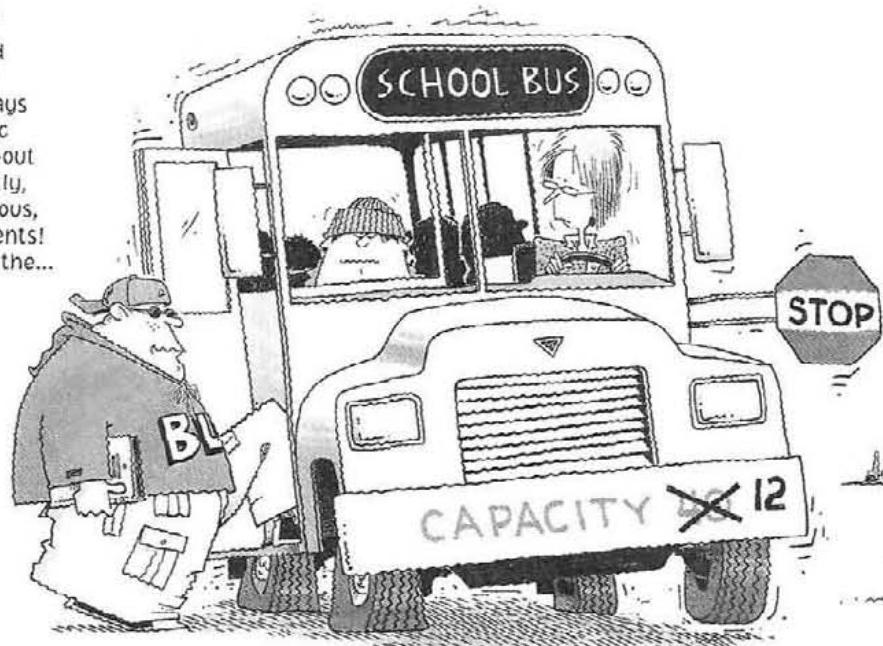
ARTIST AND WRITER: PETER KUPER



KUPER

STUDENT BODY FAT DEPT.

Let's cut right to the chase: instead of misleading you into thinking the biggest problem in school these days is violence, drugs or poor academic standards, we're just going to flat-out tell you. It's big, rotund, stout, portly, corpulent, sloppy, sweaty, humongous, wide-bodied, lard-assed **FAT** students! How do we know? Because we saw the...



ARTIST AND WRITER: JOHN CALDWELL



The most often used piece of equipment in the nurses' office: The Jaws of Life.

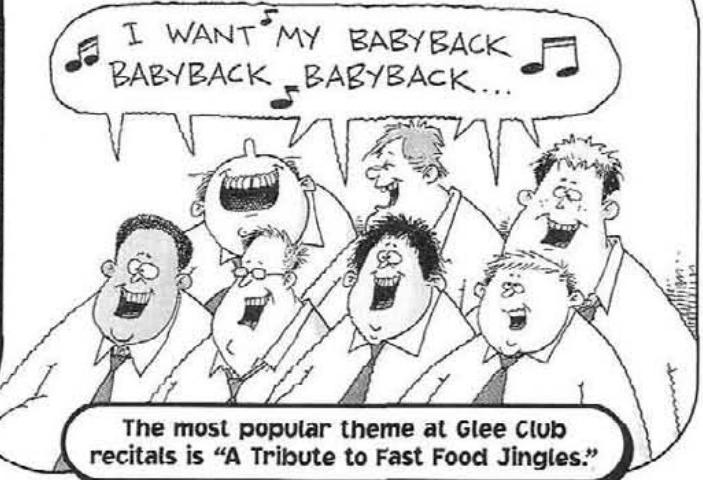


Four out of five cheerleaders are

now wearing "husky" uniforms.



The school's lower biology grades can be directly traced to the shocking number of dissected frogs turned in with missing legs.



The most popular theme at Glee Club recitals is "A Tribute to Fast Food Jingles."

FIRSTHAND EVIDENCE THAT

OBESITY

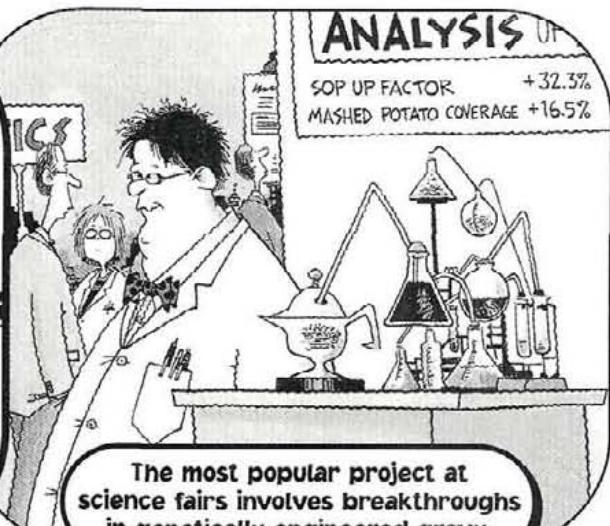
IN YOUR SCHOOL

MAY BE

OUT OF CONTROL!



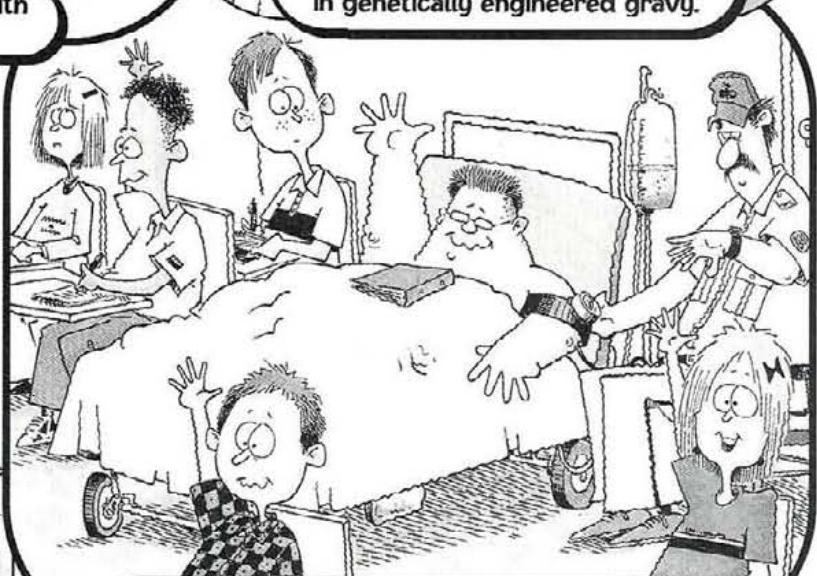
The school grounds are littered with snapped-in-half skateboards.



The most popular project at science fairs involves breakthroughs in genetically engineered gravy.



The number one item, by far,
confiscated during daily metal detector
walkthroughs? Ice cream scoops.

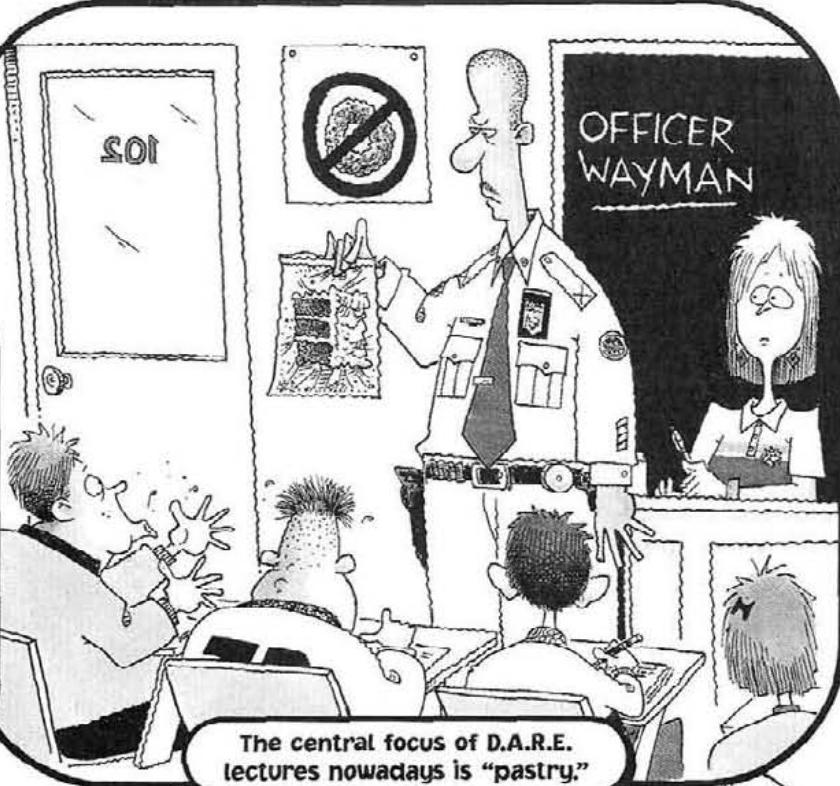


In every class there's at least one bedridden
500-pounder with his own E.M.T.

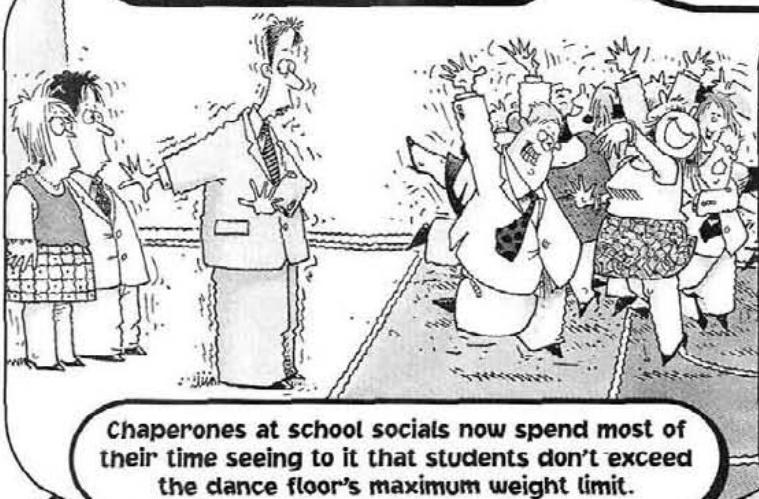
FIRSTHAND EVIDENCE THAT
OBESITY
IN YOUR SCHOOL
MAY BE
OUT OF CONTROL!



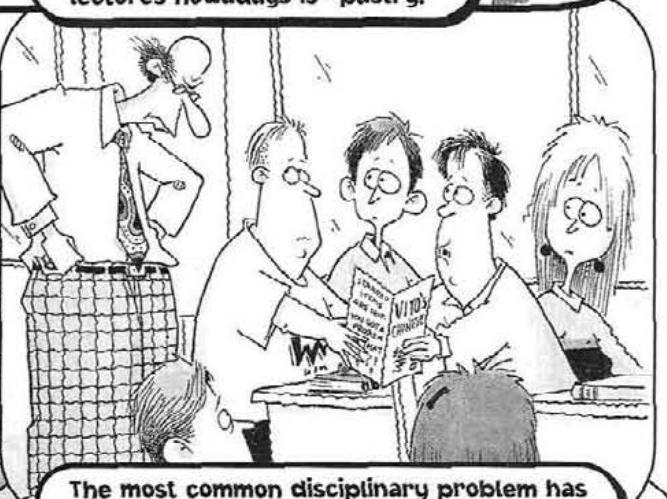
Certain geeks just don't fit into their lockers like they used to.



The central focus of D.A.R.E. lectures nowadays is "pastry."



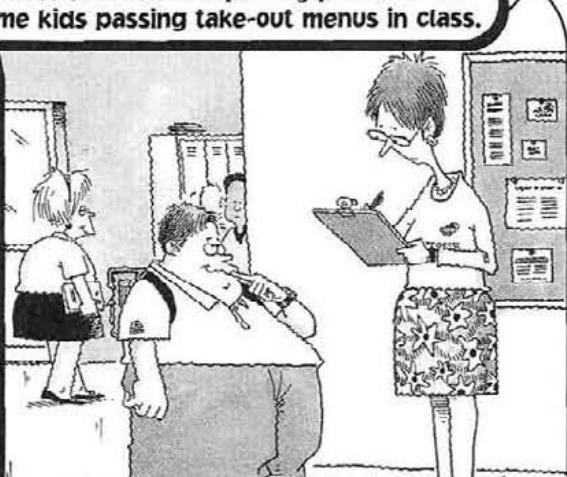
Chaperones at school socials now spend most of their time seeing to it that students don't exceed the dance floor's maximum weight limit.



The most common disciplinary problem has become kids passing take-out menus in class.



School-sponsored trips to Europe are now often jeopardized by failure to comply with the airline's mandated "extra seat" rule for overweight passengers.



A shocking 58% of the student body believe the "Three R's" to be Ring Dings, Ravioli and Raisinets.

TOBACCO

is

unhealthy

IF
YOU'RE
A TEEN

Sponsored by Lorillard Tobacco Company's Youth Smoking Prevention Program
www.buttoutnow.com



If you've seen the previous installments in this series, then you know talk shows like *The Tonight Show With Jay Leno*, *Late Show With David Letterman*, *The O'Reilly Factor* and *Jerry Springer* aren't the unrehearsed, anything-goes gabfests they claim to be, but are instead rigidly-timed, planned and pre-programmed fiestas of monotony! Now it's the ladies' turn as we present...

MAD De TVTalkS

11:00

Opening credits. The five cohosts bounce, laugh, dance, collapse on couches, hug, then whirl around and pose for the camera. This inane cavorting is partly because "if Oprah does it, it's gold." But mostly it just proves that menopause releases unpredictably huge amounts of mind-altering endorphins. If anybody without a TV show ever behaved like this, psychiatrists would pump 'em so full of Ritalin that their pee would have a "street value."



11:01

The women begin by chatting about everyday events in their personal lives. Disturbingly, they all need to refer to preprinted blue cards in order to **REMEMBER** the details of their personal lives.



11:03

The chat moves spontaneously onto any topic that strikes their fancy. These five gals will talk about just about anything! *The View* must have the fastest graphics artists in television, though, because at every point in this unplanned, anything-goes conversation, the show can match every cringe-inducing segue to the instant with a colorful pre-printed graphic as soon as anybody changes the subject.



11:05

The camera shots begin switching insanely — click click click click clickclickclickclick — to ensure that each host gets precisely 20% of the airtime. Not 19%, and definitely not 21%. The Food and Drug Administration is investigating whether C.S.F. (Chat Show Flicker) can induce seizures in lab rats.



11:14

Time for the show's second segment. Following the excitement of five women sitting around spouting inane chitchat for ten minutes, *The View* switches gears. This time, the ladies sit around and spew inane chitchat for **TWELVE** minutes.



constructs hows

THIS MONTH: THE VIEW

11:26

Because the show prides itself on unphony real talk with attitude, the hosts bare their innermost souls. Unfortunately, after you've peeled back the layers, you'll find those souls are as plastic as an inflatable kiddie pool, only not as deep. Even so, the hosts pretend they're delivering "in your face" hot-button television, and the audience pretends along with them.



11:27

The audience explodes with whooping laughter and unmerited applause whenever one of the hosts says an allegedly outrageous word like "underpants," "lesbian," or "studpuppy." The other hosts pretend to be knocked for a loop, then say, "Send the letters to HER!" More laughs. Needless to say, no one will send any letters, ever. Sesame Street gets more complaints when they do the letters "V" and "D" on the same show.



11:30

The View is a women's show by women, for women, and dedicated to validating women's self-esteem. So, naturally, every broadcast features half an hour dedicated to makeup tips, weight problems, plastic surgery, and how to attract and keep a man. In this segment, top Hollywood cosmetic artists are coopted in to makeover an audience member. Somehow, this triage is meant to teach viewers that they should feel good about what's inside. What's inside two inches of powder, rouge and flesh toner, that is.



11:32

The number of unnecessary eye doctor appointments complaining of blurred vision shoots up nationwide, whenever one of Barbara Walters' special goo-caked camera closeups stays on the screen for more than 15 seconds.



ARTIST: MORT DRUCKER

WRITER: DESMOND DEVLIN

THIS MONTH: **THE VIEW**

11:35

The celebrity interview. Whoever's pushing some TV movie takes a seat. If the actress is under the age of 34, the hosts coo about how much more beautiful she is in person. If the star is older, they gush about how gorgeous she still is. The rest of the interview is spent discussing the movie as if it's real, and whether or not each of the hosts could live with the male character.

Melissa Gilbert, America watched you grow up. And you grew up fabulously. Of all the former child stars, you are the least upsetting to the eyes!

Watching an abusive husband terrorize your character for the first hour and 40 minutes sends a powerful message. Today's woman won't tolerate being brutally victimized over the final one-sixth of a rewatchable Until the next TV movie!

So, tell us the truth. Was I cold out on that prairie?



11:41

Meredith Vieira seizes yet another opportunity to do her "just an average mom" act. Even though between her daily schedule on *The View*, hosting *Who Wants to Be a Millionaire*, various Lifetime specials and guest shots on other shows, and her well-promoted charity work image, she has to tell her kids "I," "love," and "you" in shifts.

It all comes down to the personal parent-child relationship. Kids need to have face time with their mom. That's why, the instant this show is over, I have my assistant dub copies of it and messenger them over to both of my children!

I thought you had three kids.

Three? Now you've got me wondering. Let me count these stretch marks. One...two...hey, you're right! Oh, that jerk assistant of mine is beyond fired!



11:47

It's typically around this point that viewers start to notice that, without all the moronic "throw-in" comments by all five hosts, the actual show would only be about 9 minutes long.



11:51

It's the daily health and fitness segment. Nobody mentions that getting health tips from Star Jones is like taking acting lessons from Tori Spelling.



11:59

The show grinds to a halt for another day. As the credits roll, sharp-eared viewers can hear the soft weeping of the one person in all of show biz with less to work with than Jackie Chan's speech coach: *The View's* talent coordinator.



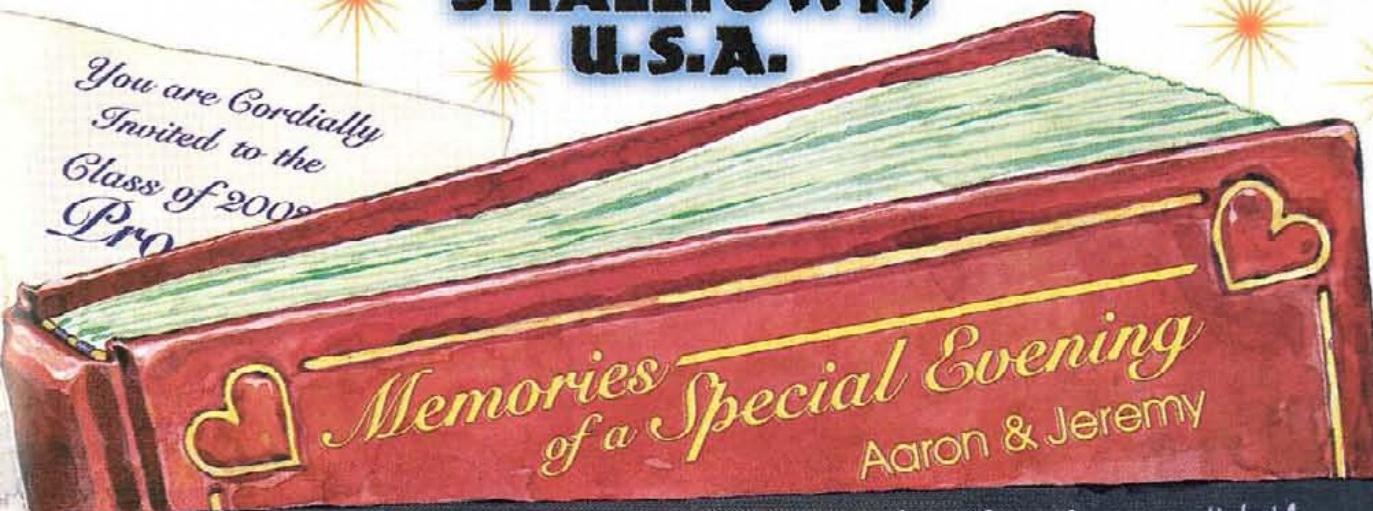


BEHIND THE STRAIGHT BALL DEPT.

High school can be difficult and scary — the underage sex, the reckless drug use, the senseless violence. And it's even worse once you leave the teacher's lounge! There are bright spots, though. Take the school Prom. For most, it's a memorable night, but just how memorable may depend upon your sexual orientation! That's what we found out when we non-judgmentally browsed through the pages of...

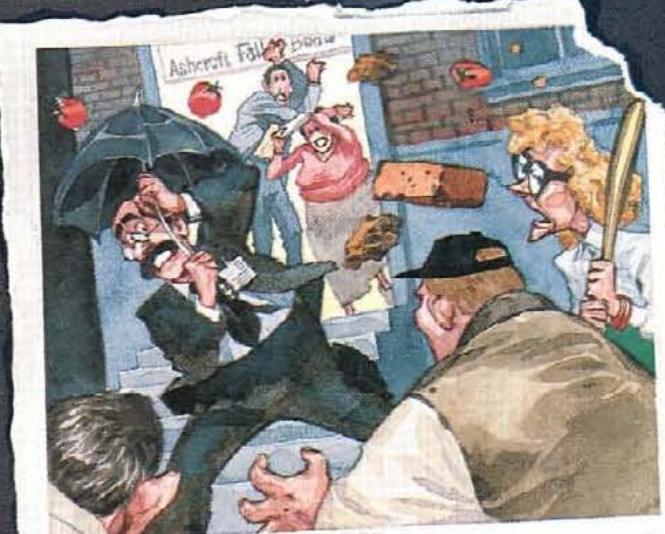
A PROM NIGHT SCRAPBOOK FOR A GAY COUPLE IN SMALLTOWN, U.S.A.

You are cordially
Invited to the
Class of 2002
Prom



I asked Aaron to the Prom...
He said "yes!"

...and, miraculously, so did the School Board!!!

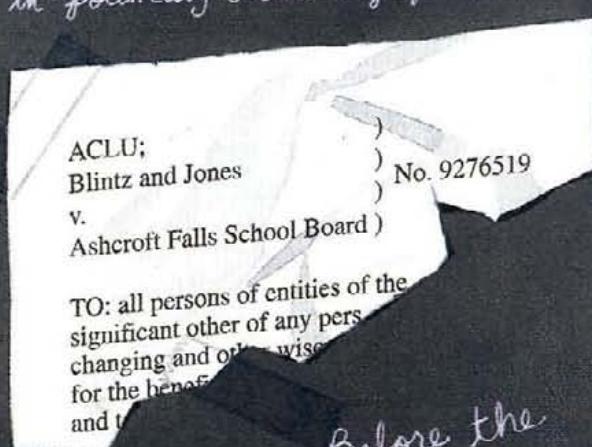


At a contentious meeting Monday night, the Ashcroft Falls School Board narrowly approved the request of two gay male students that they be allowed to attend their school's Senior Prom as each other's "date."

Ignoring the verbal taunts and threats of physical violence from some of the audience, the board voted 5 to 4 to let Jeremy Blintz and Aaron Jones

The threatened lawsuits from the ACLU and GLAAD that "helped" the School Board decide in our favor!
(It's nice to have friends in "politically correct high places")

The Big Night:
trying to keep all my lapel ribbons straight-



Our send-off
from the happy
parents (Well,
at least not the
("Having a stroke
parents" like
when we first
came out!)

Before the
Prom:

Color coordinating
is Soooo hard!



RED for AIDS awareness

WHITE for Gay Youth
suicide Awareness

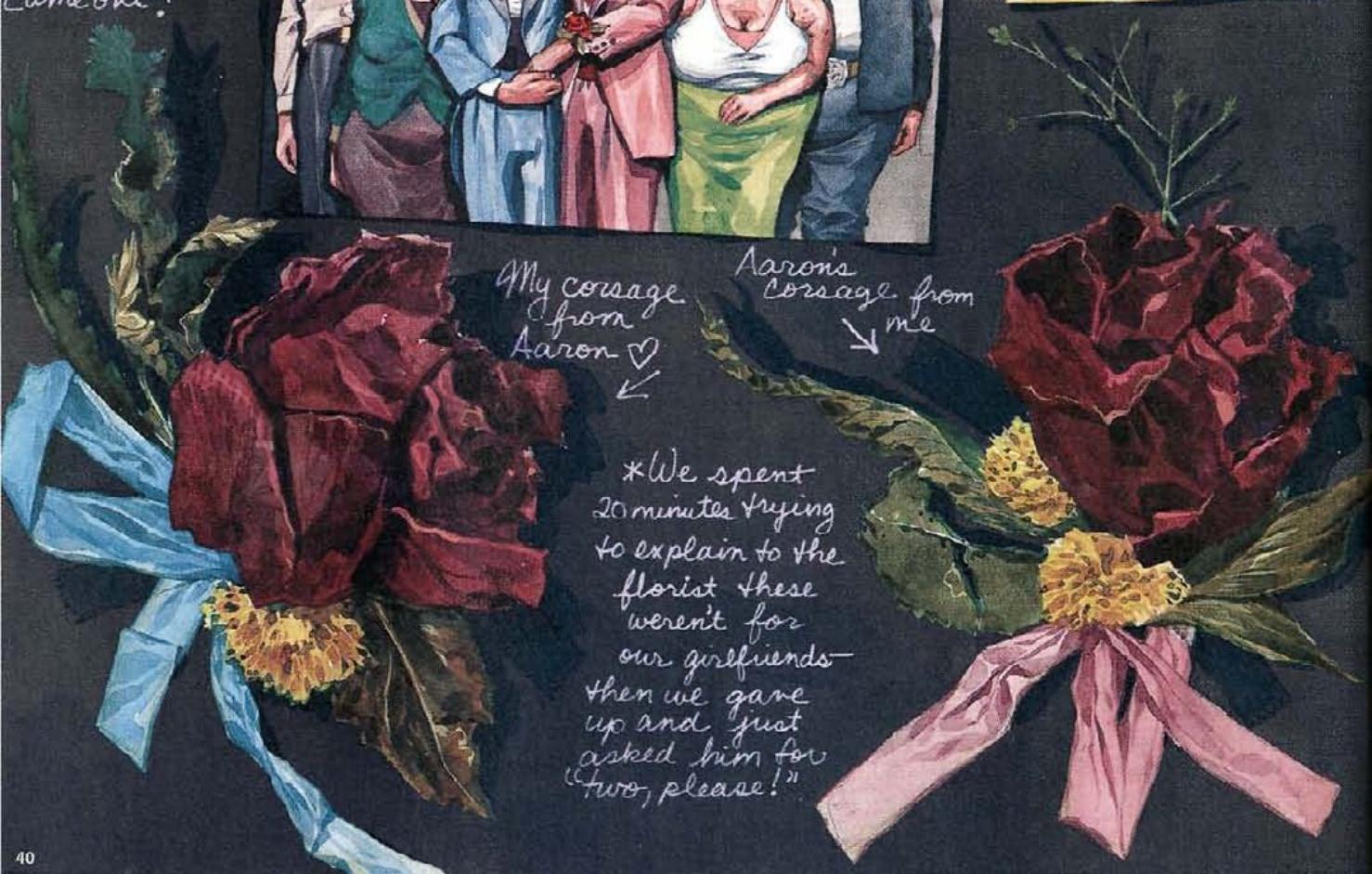
RAINBOW for Gay Pride

BLUE for Internet
Free Speech awareness

My corsage
from
Aaron ♥

Aaron's
corsage from
me

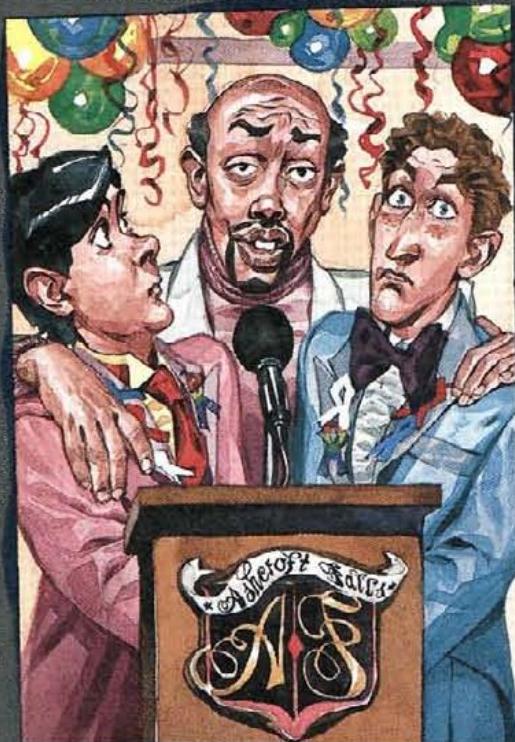
*We spent
20 minutes trying
to explain to the
florist these
weren't for
our girlfriends—
then we gave
up and just
asked him for
two, please!"



“THE WELCOMING COMMITTEE” ↴

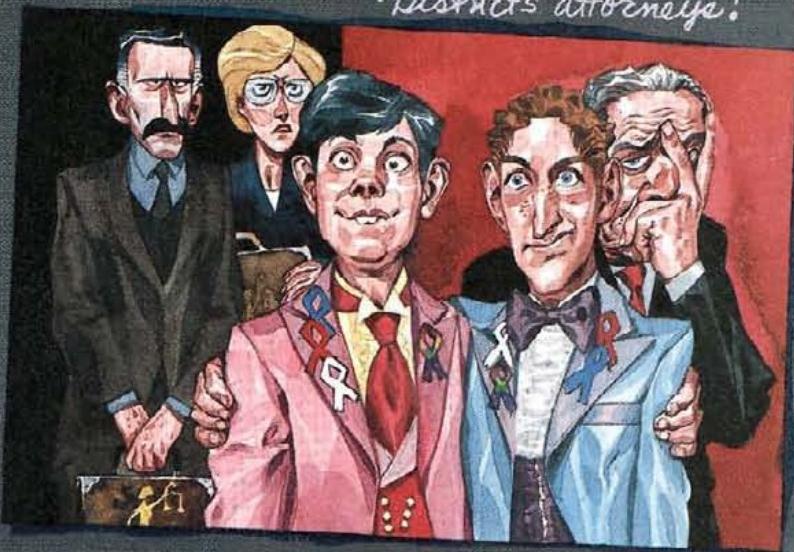


Sliver of
the brick
thrown at
us by a
Young
Christian
Club
member



Mr. Snaffter, the Calculus teacher, making a special announcement about tolerance for “people like us”... thereby accidentally outing himself! (Well, if it’s any consolation, Mr. S— everyone already knew!! 😊)

Principal Stodgeman gladly posing with us—
at the urging of the School District's attorneys!



Here we are with Jenny & Beth ↴



Jenny & Beth are the openly-lesbian couple in school (And the only other students who would come within 10 feet of us!)

Time
to
Leave...



★ ★ ★
OUR EMERGENCY
ROOM BILL →

...but not
before the
varsity football
team corners
us for a spirited
("discussion")
about alternate
lifestyles!

THIS IS YOUR BILL FROM

**Ashcroft Falls
Hospital**

THIS IS YOUR HOSPITAL ROOM BILL.
—SINCE THIS IS THE ONLY ITEMIZATION YOU WILL
WE URGE YOU TO RETAIN IT FOR YOUR RECORDS
—YOUR COVERAGE IS ESTIMATED AND SUBJECT TO
PAYMENT BY YOUR INSURANCE COMPANY
—IF YOU HAVE ANY QUESTIONS, PLEASE CALL US. T

TRANS DATE	AS TREATMENT FOR
X-RAYS	MULTIPLE CONTUSIONS.....
STITCHES	CUTS AND SKIN LACERATIONS.....
BANDAGES.....	BRUISING AND ABRASIONS.....



The Varsity football team's Prom Night Memory:
mug shots, assault convictions
and expulsion from
the team!

(hee hee)

Wonder what'll
happen to them
in jail?
(wink) ☺

THE ASHCROFT FALLS GLOBE

FOOTBALL PLAYERS SUSPENDED

MUST SERVE THREE YEARS
FOR HATE CRIME



Yep,
Prom Night
is a night Aaron and I
will never forget!!

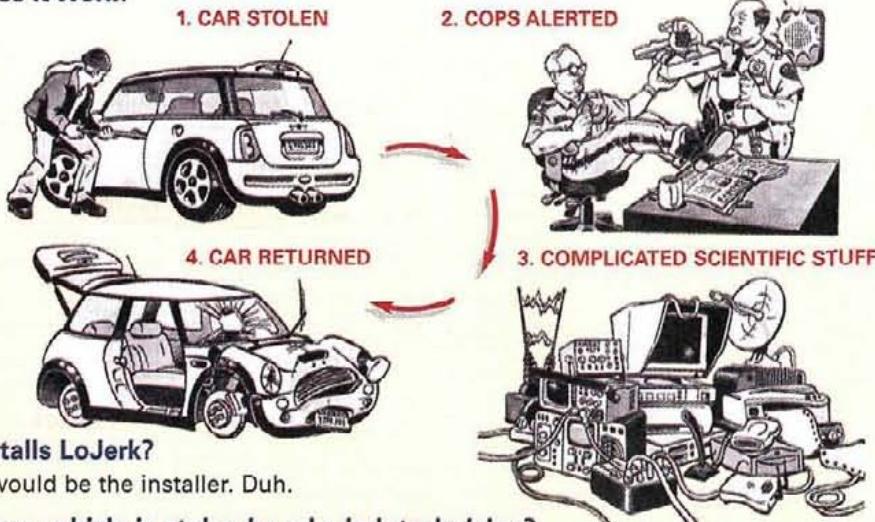
LO/JERK

Stolen Vehicle Recovery System

With auto theft being the #3 property crime in the U.S. (behind hotel towels and office paper clips), you need to protect your car — and a conventional alarm is not enough! After all, what does the average person do upon hearing a car alarm? He or she ignores it, like the apathetic bastard he or she is, and hopes everything somehow turns out OK. Well, it can — if the victim has LoJerk! That's because LoJerk lets police *electronically track* your stolen car (or at least track the various dismantled pieces of your stolen car)!

COMMON QUESTIONS

How Does It Work?



Who Installs LoJerk?

That would be the installer. Duh.

What if my vehicle is stolen by a LoJerk technician?

Wouldn't he know how to disable it?

Well, we guess so. Hadn't really thought of that...

WHAT LOJERK USERS HAVE TO SAY...ABOUT LOJERK!

I left my Mercedes unlocked in a dark alley near a crack house, and I was shocked to find it gone! LoJerk helped me get it back, though...at least for the time being.

—Ralph DerHayes, East St. Louis, Missouri

LoJerk helped recover the car I arranged to have stolen to collect the insurance money. Thanks, Idiots! —Anonymous, USA

They didn't recover my car, but they did locate an electronically "tagged" deer that the Forest Service was monitoring. Now I ride the deer to work!

—Joshua Lord IX, Ames, Iowa

STILL NOT CONVINCED?

There are no monthly monitoring fees after our initial \$895 installation charge — we just lump it all together in one *yearly* monitoring fee.

Included with installation is an official certificate of ownership, which you can proudly display to your friends, especially the shifty, dishonest ones, just so they won't try anything funny.

LoJerk comes with a 2-year guarantee: if your vehicle is not recovered within two years of its theft, then it's pretty much a guarantee that it's gone for good.

WHY LOJERK?

LoJerk is the only anti-theft device used by police for their cars and helicopters — although, frankly, it's beyond us what kind of moron would actually try to steal a police helicopter

LoJerk is far more effective than "The Club," which can be removed with a simple lock-picking set (available for just \$14.95 from LoJerk)

LoJerk is the only anti-theft device fully endorsed by the manufacturers of LoJerk

LoJerk is so amazingly effective that you'll actually hope your car gets stolen, just so you can witness its greatness in action

TO BUY LOJERK, VISIT THESE AUTHORIZED INSTALLERS:

ZEIG HEIL!
NEW & USED VOLKSWAGENS

**BIG ED'S
HOUSE OF LIVESTOCK FEED
& ANTI-THEFT DEVICES**

**SOME GUY NAMED
DogFace@hades.com on eBay**

**Cash Greenlee's
LEXUS DEALERS**

(Note: must buy a Lexus)

VISIT US ONLINE AT: **WWW.IWANTMYFRIGGINCARBACK.COM** OR CALL **1-600-LOJERK**

You can't afford not to afford it!

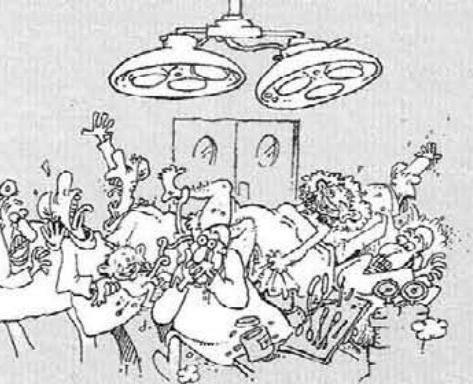


SERGE-IN GENERAL DEPT.

A MAD Look AT

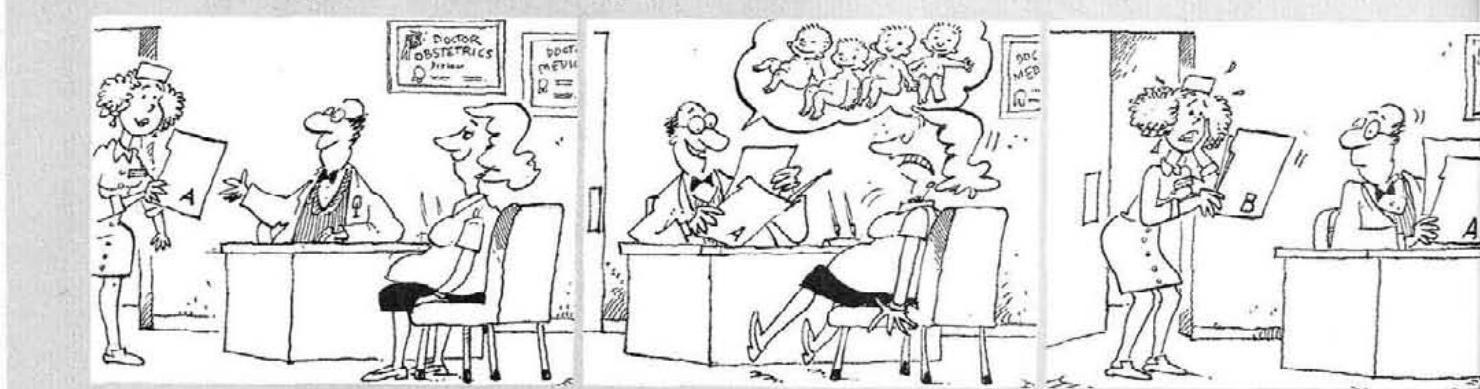


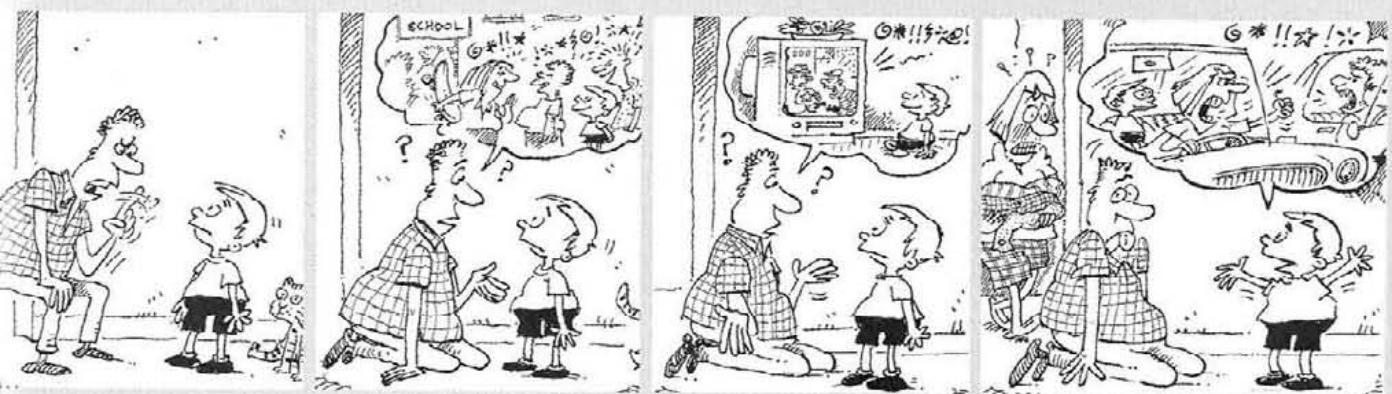
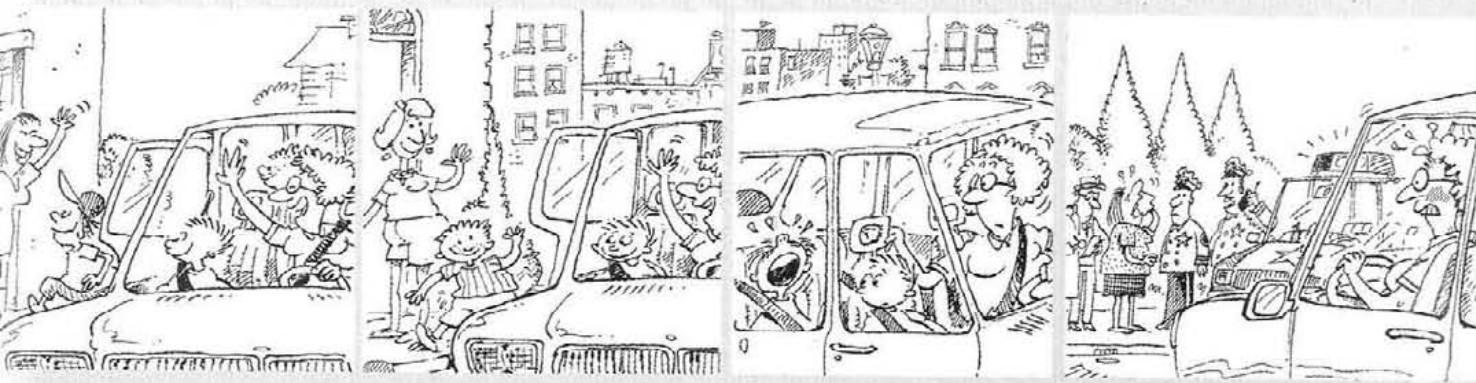
MOTHERS



ARTIST AND WRITER: SERGIO ARAGONES









DUKE BISELL'S TALES OF UNDISPUTED INTEREST



MEGAMAN KICKS OFF HIS 15th ANNIVERSARY CELEBRATION



MEGAMAN & BASS™



Join
Mega Man
and Bass's fight
for humankind as you face off with
the newest menace in town, Robot King. He's
captured all of the data plans for Dr. Wily's
creations in order to crush and dominate all
humans. Mega Man and Bass set out separately
to stop him, but only one may succeed!



Play as Either Mega
Man or Bass



Unique Battle Moves &
Weapons: Double Jumps &
Charge-Up Buster



Defeat Robot Masters
to Open More Paths



EVERYONE



No Descriptor

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GAME BOY ADVANCE

CAPCOM

www.capcom.com



EVERYTHING OLD IS KEANU AGAIN DEPT.

MAD's UNREAL OUTTAKES FROM THE MATRIX RELOADED

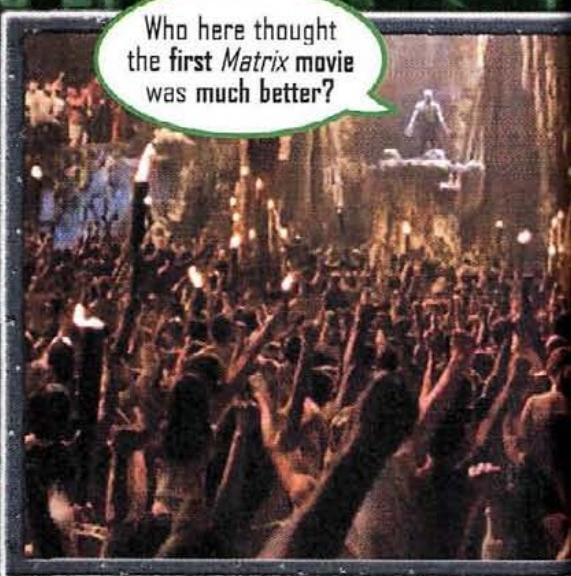
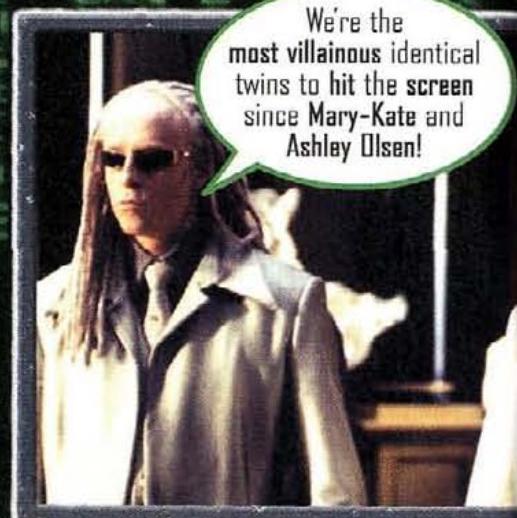
WRITER: GREG LEITMAN

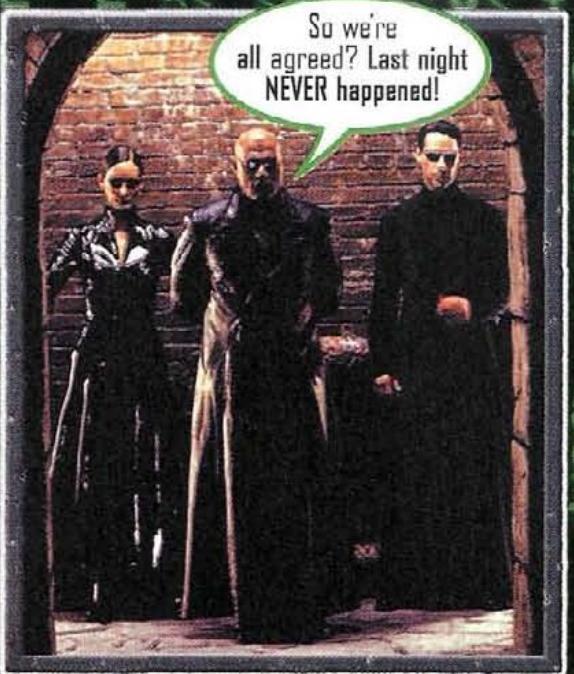
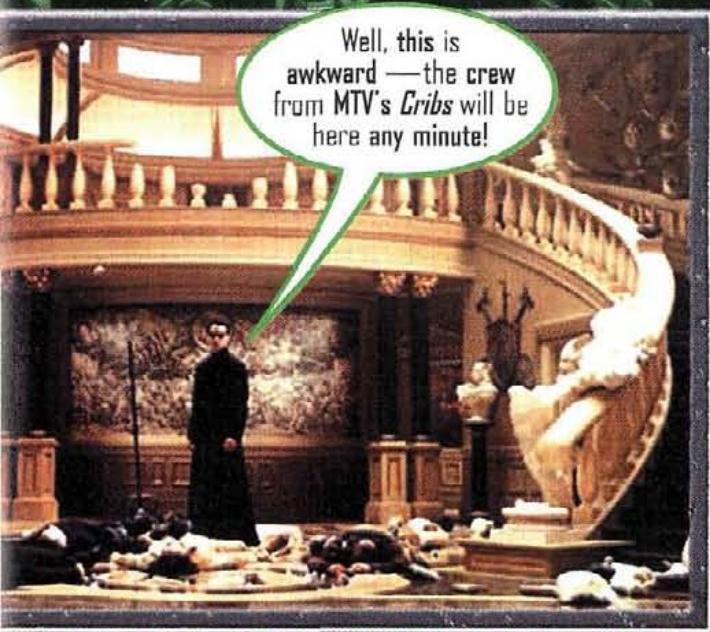
Since the "Matrix" isn't real, technically I'll still be a virgin, right???

I have a confession to make — the red pill is just a placebo!

We're the most villainous identical twins to hit the screen since Mary-Kate and Ashley Olsen!

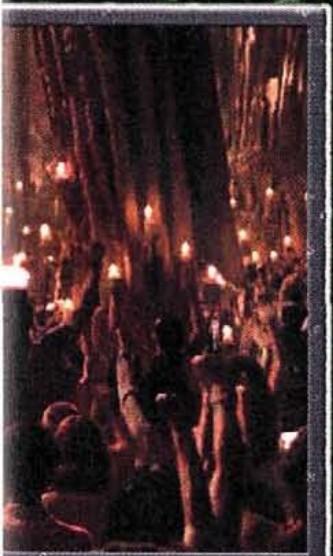
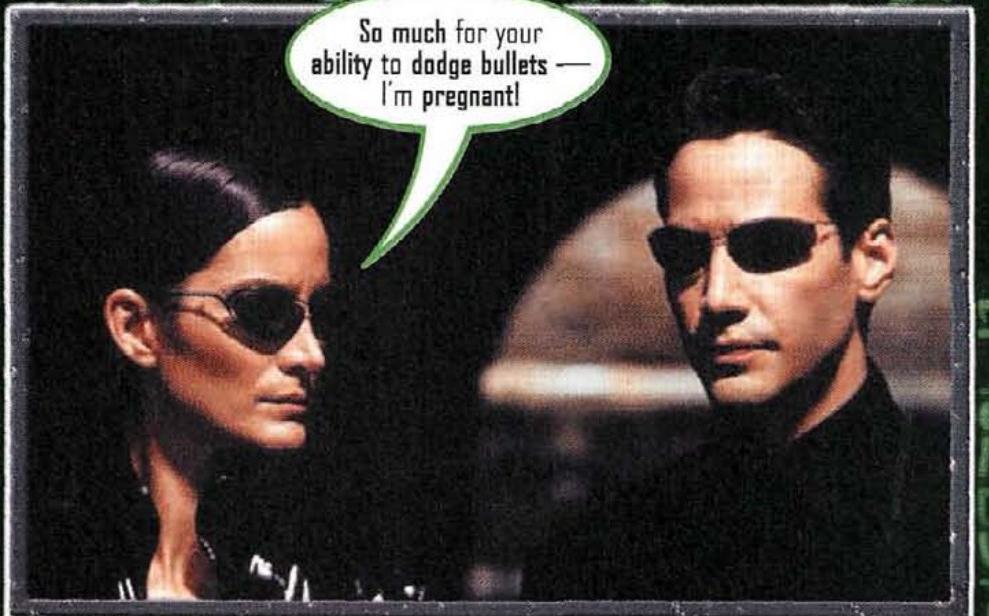
Who here thought the first Matrix movie was much better?





Keanu!!! In this scene, you're supposed to act EXCITED!!!
All right, take 37!

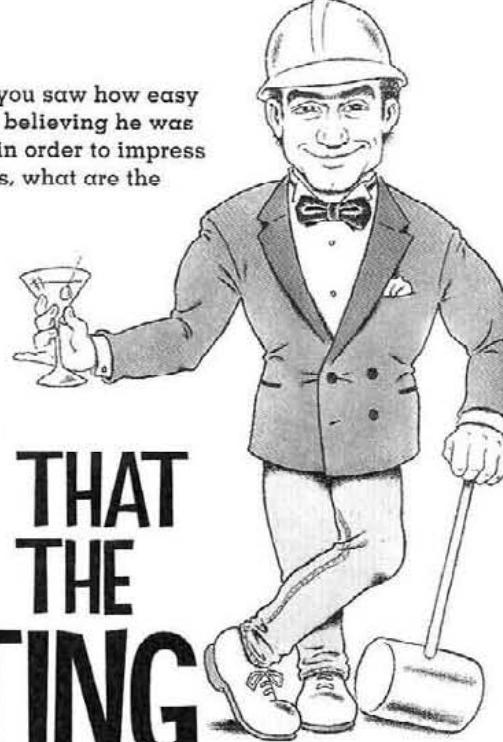
Better!





If you watched *Joe Millionaire* (we missed it, that's our league bowling night), then you saw how easy it was for a moronic slob to hoodwink a bunch of equally moronic gold-diggers into believing he was stinking rich. But it also proved an important point — men will lie about anything in order to impress a girl. So even if you're not on a nationally televised reality TV show (But these days, what are the odds of that?), you should still be on the look out for...

SUBTLE INDICATIONS THAT THE GUY YOU'RE DATING MAY NOT BE A MILLIONAIRE



He argues fervently with the waiter at Nobu that meals before 5:30 count as "Early Birds."

Every once in a while, he inexplicably calls his butler "Dad."

He car pools to work with his other "millionaire" buddies so "the terrorists don't win."

Every time the bar tab climbs past 20 bucks, the phrase "halfsies" creeps into the conversation.





What you first thought was a wrist tattoo turns out to be a green tint left by his "Rolex."

His "classic car collection" consists of a dilapidated Geo and his mother's '86 Hyundai.

Every gift he gives you seems to have been bought with "Marlboro points."

The "lock" on his "wall safe" looks suspiciously like a thermostat.

Nature walks always seem to end with both of you picking up empties for deposit.

Despite what he says, it seems unlikely that all of the country club's members must enter through a hole in the parking lot's fence.

He casually mentions that he files the 1040EZ tax form.

For a millionaire, he jumps an awful lot of subway turnstiles.



MAD's SPAM OF THE MONTH

✉ Reply ⌂ Reply All ⌂ Forward ⌂ Print ⌂ X ⌂ ⌂ Follow Up ⌂ A ⌂

From: custserv@magicmeatenhancer.com

To: everyone@anyaddress.com

Sent: Friday May 9, 2003 2:05 AM

Subject: Magic Meat Enhancer

Magic Meat Enhancer

AN IMPORTANT ANNOUNCEMENT FOR MEN WHO LOVE TO COOK!

Recent discoveries in herbal condiments have made it possible for you to safely and effectively enlarge the size of your hot dog...**the way nature intended!** Guaranteed! Yes, it's true! Believe us!

No pumps, No gadgets, No weights or other rip-offs!

Introducing Magic Meat Enhancer™

The safe, effective and proven method to enlarge your frankfurter, not only in length, but in thickness.

You **WILL** see results at your first cookout!

This is the World's #1 Hot Dog Enlargement Technique!!

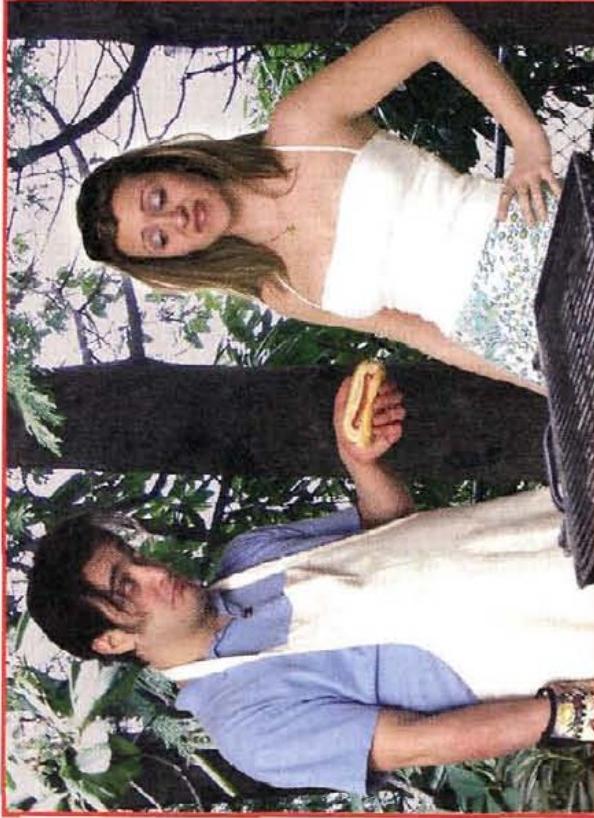
LET'S TAKE A LOOK AT THESE SAD BUT TRUE FACTS:

- The average hot dog is just under 6". Over 90% of all men prepare wieners this size at their barbecues.
- Over 98% of men would increase the size of their frankfurters if they knew how.
- A recent survey showed that 68% of women are unsatisfied with their partner's sausage link.



Of course, most of these women would never tell their partner that they are unhappy. Not being able to fully satisfy a woman's appetite for wieners can result in depression and feelings of inadequacy regarding all charcoal-grilled meat. Now, imagine the look on your woman's face as you skewer your newly-oversized knockwurst from your mesquite-fired cooker and slip it into a now too-small bun!

If you need proof of the effectiveness of Magic Meat Enhancer™,
just check out these two UNRETOUCHED photos.



BEFORE USING MAGIC MEAT ENHANCER™

Use Magic Meat Enhancer™ without the shame, humiliation and embarrassment that naturally comes with using something like Magic Meat Enhancer™! Your picnic guests will never know — that's because it looks like mustard, it smells like mustard, it spreads like mustard...it even tastes like mustard. You'd think it was mustard, if mustard also cost \$49.95 a jar like Magic Meat Enhancer™ does!

This incredible formula cost over a million dollars to develop!

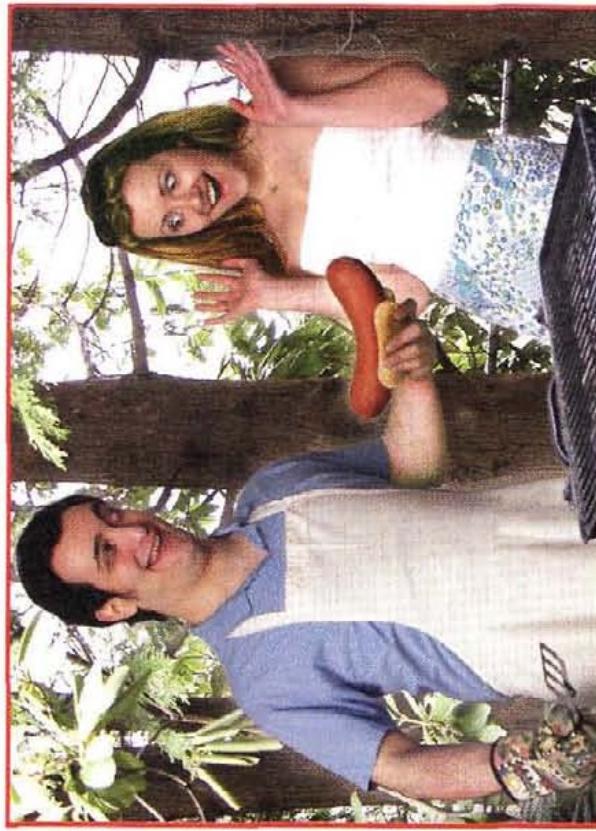
Yet, we're selling it for just \$49.95.

That's a savings to you of more than \$999,950.05!
(less shipping and handling).

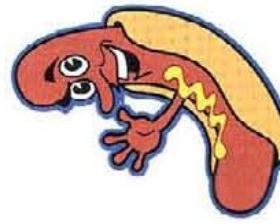
Size gains remain permanent (until the hot dog is eaten).

These statements have not been evaluated by the food and drug administration,
Ballpark, Oscar Mayer or Nathan's Famous.

To stop receiving these solicitations from us, merely reply and type "NO MORE!" in the subject line. We will then erase your name from our database and send it to a different company to add to *their* database.



AFTER USING MAGIC MEAT ENHANCER™

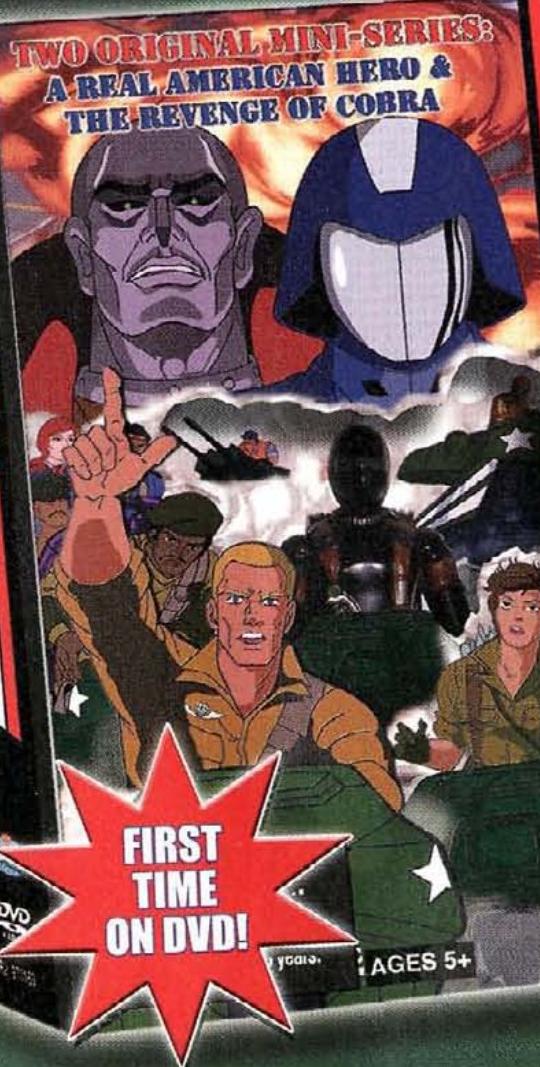


To order, click [here](#).
Have your credit card ready.

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G.I. JOE™

A REAL AMERICAN HERO!



TWO ORIGINAL
MINISERIES:

A REAL
AMERICAN
HERO &
THE REVENGE
OF COBRA

10
ACTION-PACKED
EPISODES
ON 2 DISCS

INCLUDES
EXCLUSIVE
COLLECTOR'S EDITION
SNAKE EYES®
ACTION FIGURE!*

IN STORES MAY 13, 2003

2-DVD boxed set - \$39.95 SRP • Also available without toy - \$29.95 SRP

* ONLY 25,000 WILL BE PRODUCED!

SUNBOW
ENTERTAINMENT

RHINO
HOME VIDEO

RHINOMATION
HOME VIDEO

WHAT EXTREME
SPORT WILL
MANY YOUTHS
SOON TAKE
PART IN?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

New and dangerous games are always being invented by the youth of the world! They want to push the limits of their prowess so they can prove themselves to adults and other kids. There is, however, a new sport that many teens and young adults will participate in that could cause major bodily harm! To find out what it is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

B FOLD BACK SO THAT "A" MEETS "B"



BATTALIONS OF YOUNG PEOPLE ALWAYS SEEM TO BE FALLING FOR A COPIOUS AMOUNT OF NEW THRILLS. THIS IS THE STORY OF THE NEXT GENERATION'S EXCITING WAY OF LIFE AND HOW HARROWING THEIR ACTIVITIES CAN BE. THIS MAY VERY POSSIBLY BE THE ONE WAY FOR THEM TO OVERCOME UTTER BOREDOM. IF IT IS SENSIBLY DONE, THEN MAYBE IT'S OK

A

B

ARTIST AND WRITER: AL JAFFEE



Naughty little bears